



## ***D5.2 Communication and Dissemination Plan (final)***

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## Disclaimer and acknowledgements

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**EEW4 participants**

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2	NAVIGANT ENERGY GERMANY GMBH	GUIDEHOUSE	GE	Company
3	O.OE. ENERGIESPARVERBAND	ESV	AU	Regional agency
4	BORG & CO AB	BORG & CO AB	SE	Company
5	FEDERATION EUROPEENNE DES AGENCES ET DES REGIONS POUR L'ENERGIE ET L'ENVIRONNMENT	FEDARENE	BE	Federation
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## Table of Contents

Introduction .....	8
Description of the work .....	8
Definitions and objectives.....	8
Guiding principles .....	9
Key messages and target audience.....	9
Target audience and measures to maximize impact .....	13
Standard Acknowledgement and Disclaimer .....	14
Roles and Responsibilities.....	15
Dissemination of key output.....	15
Conclusions .....	17

## Table of Figures

Figure 1 Words graphic.....	13
Figure 2 List of network experts involved.....	14



### **Executive summary**

*This document lays out the planned communication and dissemination activities. It serves as base document for a proper roll-out of the project output and enables the consortium to control the impact of the project.*



## **Abbreviations**

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EEW4: Energy Efficiency Watch 4

EED: Energy Efficiency Directive

MS: Member States

## 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.

## Description of the work

### Definitions and objectives

The Dissemination and Communication Plan aims at defining a long-term strategy to pursue the following objectives:

- Raising awareness on the project EEW4 and stimulating interest among stakeholders;
- Disseminating project results and transferring knowledge generated by the project to the broad public and interested users;
- Ensuring the proper roll-out of the project output and achievement of impact after the end of the project.

The document lays out the planned communication and dissemination activities.

Communication means taking strategic and targeted measures to promote the project and its results to audiences, engaging in a two-way exchange when possible. The communication activities are relevant to reach out to the targeted audience.

Dissemination is the public disclosure of the results of the project, an active process of promotion and awareness-raising that starts from the beginning of a project. Dissemination helps to enable the transfer of knowledge and results to the ones that can make use of it.

Exploitation is the use of the results during and after the project's implementation for improving policies, tackling economic and societal problems.

Results are any tangible or intangible outputs of the action such as data, knowledge and information whatever their form or nature, whether or not they can be protected.



**Guiding principles**

The dissemination and communication plan will be elaborated following these principles:

- Identifying target audience: whom does the project want to speak to?
- Defining clear messages: what message does the project want to convey to its audience and why?
- Identifying means and tools: when and how will those messages be conveyed to the audience?
- Setting measurable objectives and control points to ensure the effective implementation of dissemination and communication activities.

The dissemination activities will start in the initial phase of EEW4 with the upgrade of the visual identity and the production of dissemination material and tools such as leaflets, rollup and the website. In a first stage of the project, we will focus on raising awareness on EEW4 itself and engage with the targeted audience such as energy experts, policy makers and the general public. In the second half of the project the focus will shift towards communicating results and impact. Specifically, as soon as the core findings are consolidated, the key output and especially the ten narratives will undergo a rollout process in the respective countries, regions, on city level and for relevant Brussels stakeholders.

Key messages and target audience

Examples of pre-identified messages of the EEW4 project are described in the table below:

Messages	Audience
EEW4 will improve the degree of successful implementation of policy instruments for energy efficiency	<b>Members of the European Parliament and other EU institutions</b>
EEW4 will create a connection between policy instruments for energy efficiency and supportive narratives	
EEW4 will provide policy recommendations giving hints and examples on how to build new narratives	
EEW4 will develop new narratives showing the full range of key benefits such as job creation, building up new industries, energy security, poverty reduction, improvement of air pollution and strengthening regional economies	
A key finding of EEW3 was that successful implementation of EE policies depends to great	



extent on the existence of an underlying national or regional narrative about key benefits of energy efficiency, accepted and shared by stakeholders and also significant parts of the population. If such narratives don't exist, energy efficiency is often controversially debated or ignored, leading to frequent changes of policies and unambitious implementation of measures.

The EEW4 survey results show that MS's improvements across policy fields remain too slow and dynamics are lacking. The ups and downs continue in the different MS – the levels of ambition in policy development and implementation keep fluctuating. The WHY is often missing, which leads to the lack of strong narratives. Policy ambition is maintained in a specific country or region despite political changes where a consensus has been reached on "it should be done" (and not "we must because Brussels tells us so).

Conclusions from EEW4 survey results suggest: More attention on the positive economic impacts of the energy transition on jobs and competitiveness is needed. New messages, new topics, new stakeholder interactions are vital to speed up acceptance and participation. Different data and knowledge are required to talk about employment, competitiveness and industry as well as for addressing "killer arguments", as opposed to the skills required for developing messages on air quality, housing and public buildings. The buy-in from important influential stakeholder groups are needed at national and local level. Furthermore, the Covid investment programmes present a unique opportunity to reposition the energy transition as a key recovery strategy: "the fastest recovery is the green recovery". We therefore urgently need much better NARRATIVES.



EEW4 will support MS in improving the degree of implementation of policy instruments for energy efficiency

EEW4 will create a connection between policy instruments for energy efficiency and supportive narratives

EEW4 will select case studies and provide a toolbox on how to develop successful narratives in selected MS

EEW4 will develop new narratives showing the full range of key benefits such as job creation, building up new industries, energy security, poverty reduction, improvement of air pollution and strengthening regional economies

A key finding of EEW3 was that successful implementation of EE policies depends to great extent on the existence of an underlying national or regional narrative about key benefits of energy efficiency, accepted and shared by stakeholders and also significant parts of the population. If such narratives don't exist, energy efficiency is often controversially debated or ignored, leading to frequent changes of policies and unambitious implementation of measures.

The EEW4 survey results show that MS's improvements across policy fields remain too slow and dynamics are lacking. The ups and downs continue in the different MS – the levels of ambition in policy development and implementation keep fluctuating. The WHY is often missing, which leads to the lack of strong narratives. Policy ambition is maintained in a specific country or region despite political changes where a consensus has been reached on "it should be done" (and not "we must because Brussels tells us so).

**Members of national parliaments, national governments and regional/ local authorities**



<p>Conclusions from EEW4 survey results suggest: More attention on the positive economic impacts of the energy transition on jobs and competitiveness is needed. New messages, new topics, new stakeholder interactions are vital to speed up acceptance and participation. Different data and knowledge are required to talk about employment, competitiveness and industry as well as for addressing "killer arguments", as opposed to the skills required for developing messages on air quality, housing and public buildings. The buy-in from important influential stakeholder groups are needed at national and local level. Furthermore, the Covid investment programmes present a unique opportunity to reposition the energy transition as a key recovery strategy: "the fastest recovery is the green recovery". We therefore urgently need much better NARRATIVES.</p>	
<p>EEW4 will promote and foster the compliance with energy efficiency regulations, as well as promote the deriving benefits in terms of job creation, building up new industries, energy security, poverty reduction, improvement of air pollution and strengthening regional economies</p>	<p><b>Citizens and stakeholders</b></p>
<p>EEW4 will promote and foster the compliance with energy efficiency regulations, as well as promote the deriving benefits in terms of job creation, building up new industries, energy security, poverty reduction, improvement of air pollution and strengthening regional economies</p>	<p><b>Business representatives</b></p>

The table will be updated during project implementation to include all messages that will be conveyed to the audience. By using the statements in table 1 we can draw a graphical presentation of the words used more frequently by the consortium in defining the initial messages of the project.



**Figure 1 Words graphic**

Target audience and measures to maximize impact

EEW4 dissemination and communication activities will be aiming at reaching the following stakeholders:

Stakeholder	Measures	
Members of European Parliament	5 MEPs per EP event (10 in total)	100 MPs/MEPs per IPM session (300 in total)
Members of national parliaments	10 MPs reached per national parliamentary workshop (90 in total)	
Representatives of government institutions	100 participants at events	
Regional and local authorities	1000 participants at events	
Citizens and stakeholders	1000 through our network partners	
Business representatives	25 business stakeholders per business workshop (300 in total)	

**Table 1 Targeted stakeholders**

The partners will reach a broad range of stakeholders and engage them during the implementation phase by giving them the opportunity to provide an input on project activities. The project impact will be maximized by listening to the stakeholders’ experiences and considering their concerns and needs that will need to be addressed. In particular, the stakeholders will be invited to participate in a focus group and on the three phases input, testing and dissemination of narratives. Contacts (email, phone number, addresses, social media accounts etc.) of the different stakeholders will not be shared with partners due to the privacy policy and confidentiality, each network partner will have a direct contact with their stakeholders.

Organisation type	Organisation name	Network	Type of involvement	Contact	Country
Energy Agency	Tipperary Energy Agency	FEDARENE	Linked third party	Seamus Hoyne	Ireland
Energy Agency	Podravje Energy Agency	FEDARENE	Linked third party	Vlasta Krmelj	Slovenia
Energy Agency	Plovdiv Energy Agency	FEDARENE	Linked third party	Ina Karova	Bulgaria
Energy Agency	Cyprus Energy Agency	FEDARENE	Linked third party	Savvas Vlachos	Cyprus
Municipality	La Métropole de Lyon	ENERGY CITIES		Bruno Charles	France
Municipality	Office for Environmental Protection, City of Stuttgart	ENERGY CITIES		Hans-Wolf Zirkwitz	Germany
NGO	E3G	ENERGY CITIES		Ada Amon	Germany
Municipality	Litomerice Municipality	ENERGY CITIES		Jaroslav Klusak	Czech Republic
Local Energy Agency	Bucharest Energy Efficiency and Environment Agency	FEDARENE	Preliminary interviews		Romania
Regional Energy Agency	Liguria Regional Energy Agency	FEDARENE	Preliminary interviews		Italy
Local Energy Agency	Berlin-Beratungs- und Service Gesellschaft	FEDARENE	Preliminary interviews		Germany
Regional Energy Agency	Tartu Energy Agency	FEDARENE	Preliminary interviews		Estonia
Regional Energy Agency	Severn Wye Energy Agency	FEDARENE	Preliminary interviews		United Kingdom
Regional Energy Agency	Greater Stockholm Energy Agency	FEDARENE	Preliminary interviews		Sweden
EU institution	Joint Research Center, EU Commission	eceee	Linked third party/Preliminary interviews	Paul Hodson	The Netherlands
NGO	The Association for Decentralised Energy	eceee	Linked third party/Preliminary interviews	Joanne Wade	United Kingdom
Energy Agency	Danish Energy Agency	eceee	Linked third party/Preliminary interviews	Peter Bach	Denmark
NGO	The Regulatory Assistance Project (RAP)	eceee	Preliminary interviews	Jan Rosenow	United Kingdom
Consultant company	Anthesis	eceee	Preliminary interviews	Agneta Persson	Sweden
Consultant company	DuneWorks	eceee	To be interviewed 7 Nov	Ruth Mourik	The Netherlands
NGO	The Regulatory Assistance Project (RAP)	eceee	To be interviewed 7 Nov	Samuel Thomas	France
Research institute	Fraunhofer Institute for Systems and Innovation Research ISI	eceee	To be interviewed 5 Nov	Elisabeth Dütschke	Germany

**Figure 2 List of network experts involved**

### 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:

*This project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under Grant Agreement No. 847153*

*The publication reflects only the author’s view and the European Commission is not responsible for any use that may be made of the information it contains*



## Roles and Responsibilities

EUFORES is the WP5 Leader and will lead the project dissemination activities planned according to the dissemination strategy defined in the present document. EUFORES's main responsibilities are:

- Setting up the most appropriate mechanisms and tools for maximum outreach and impact.
- Coordinating the partners' contribution to the dissemination action.
- Monitoring and evaluating the dissemination results.

Project partners must carry out their communication and dissemination activities and inform the Coordinator about the results achieved.

GUIDEHOUSE will develop scientific dissemination material such as a brochure and feedback loop report.

ESV will be in charge of promoting the EEW project and its finding at conferences such as WSED.

FEDARENE will support dissemination at all stages via their own network.

Borg & Co will support dissemination at all stages via ecee's network.

Energy Cities will support dissemination at all stages via their own network.

## Dissemination of key output

There are 3 main occasions for dissemination of key project output in the 2<sup>nd</sup> half of the project:

1. The survey results in form of a PPT presentation and a 3-page summary due in March/April 2021.
2. The 10 case studies e-documents and policy recommendations expected for November/December 2021
3. The launch of the Narratives brochure, as well the Feedback Loop Report and Final Publishable Report to be ready for May 2022

Essential activities of dissemination will be on the 3 above mentioned occasions:

- the publication on the EEW4 website,
- a press release sent to media contacts of the project partners,
- social media posts by the project partners (on Twitter & LinkedIn),
- a dedicated newsletter sent by EUFORES to its contacts database,
- and remaining EEW4 events and the invitation/follow up mailings of these events.



The 10 case studies e-documents and policy recommendations and the Narratives brochure will furthermore disseminated by the project partners more targeted to key stakeholders as a rollout process in the respective countries, regions, on city level and for relevant Brussels stakeholders. All project partners will use their existing communication channels and broad network.





## Conclusions

The Dissemination and Communication Plan will constitute an essential tool to guide the activities of the Consortium throughout the lifetime of the project and beyond. This document was updated and finalized half-way through the project with the contribution of all project partners.