



Guidelines for Communication and Dissemination Campaign

English Language

March 2016



Cofunded by European Union

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This document has been elaborated in the
Energy Performance Contracting Plus project and
is available in the project website.

www.epcplus.org

Task: 7.1
Deliverable: D7.1



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 649666.

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1. Introduction

Timely and effective dissemination of activities and deliverables is an essential part of our project. This ensures that the gained knowledge or exploitable foreground can benefit the whole society, and that any duplication of research and development activities is avoided.

The communication and dissemination campaign is usually targeted towards the scientific community, industry, media, policy makers and the general public.

In addition to the traditional means of dissemination such as conferences, workshops, etc. we will also include:

- Project leaflet and final brochure.
- The project's **website** that will be updated regularly and it will contain complete information about the project, relevant events, public deliverables, etc.
- Three project newsletters as a good way of keeping both the members of the consortium and all other interest groups on the map of what is going on in the project.
- Press releases can be issued for example at the start and at the end of the project.

Remember in all our communications we have to mention that this is a project supported by Horizon 2020 using this disclaimer:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 649666.

And do not forget to use the EU and EPC+ logos in all publications and website.

Any communication activity related to the action must indicate that it reflects only the author's view/authors' views and that the EASME is not responsible for any use that may be made of the information it contains.

The dissemination plan that we drafted at the start of our project includes a variety of tools and ideas to help ensure that the target groups understand the objectives and the potential impact of the EPC+ project.

Communication is certainly a way to keep all partners actively involved in the project. Most of the work is/will be carried out by Escan as WP leader jointly with the CRES as project coordinator, but we are going to ask the WP leaders to contribute to generate dissemination around our project. We will establish contacts with other similar projects, and contacts of professionals and institutions of non EPC+ participant countries.

We will allocate resources to professional assistance with the design and maintenance of the project website and other communication tasks.

The different ways to communicate in EPC+:

- **Interpersonal, two-way communication**
 - Steering committee discussions
 - Presentations in country events

- European conferences
 - National business facilitation seminars
 - Telephone calls
 - E-mail European lists (other countries)
- **Mass media, one-way communication**
 - Project website
 - Project leaflet
 - Newsletters
 - Press releases or articles
 - Final Brochure

2. Graphic profile

The graphic profile includes a project logotype, guidelines for styles, colours, templates for word and power point files and will be visible on the project website, newsletters, presentations, final brochure and leaflet.

2.1. Project logotype and colours

Escan prepares the design of 3 draft logos with proposed colours for the project. The logo and colours will be widely used in the reports, deliverables, project website, etc.

At the Kick Off meeting both issues are discussed and the improvement of the logo required. Another logo is elaborated by Escan with the commentaries of partners and sent to them for their voting.



Figure 1.- Project logo

2.2. Templates for word and power point files

- For the **word texts** the Calibri Body letter will be used; the main text will be written with this letter in 11 points sized and the titles in 12 points sized.
The text will be in DIN A4 mainly and some publications as the project leaflet in other size, DIN A5.
The margins will be:

Sup.2.5 cm	Inf.2.5 cm
Left 2.0 cm	Right 2.0 cm

The required EU logo and disclaimer are included in the template.



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The project logo, the project contract numbers have to be also included.

"Annex I.- Template for word" contains the template for the word files.

- The template of the **presentations** includes the type and sizes of letters, colours, logos and EU disclaimer mainly.
The Calibri Body letter will be used with these sizes:
 - ✓ 30 and 32 for the texts
 - ✓ 40 and 42 for the titles

Two orange columns at the sides of each slide will colour the presentations.

The project logo, the partner logo, the EU logo and the EU disclaimer are included in the first slide. The project logo and the partner logo in all the presentation.

The presentations will contain the project name, project meeting or seminar name, title of the presentation, place and date, partner company and person names who elaborate the presentation.

"Annex II.- Template for presentations" contains the template for the ppt files.

2.3. Information about project leaflet and newsletters layout

- **The project leaflet** will be designed with the main project information, in 4 coloured DIN A5 pages and in English and project partner's languages; firstly an English electronic version is carried out and printed in paper; secondly, all partners will translate and print it.
 - Basic information of the project
 - At the beginning created and disseminated
 - DIN A5
 - 4 coloured pages
 - Electronic and paper
 - English and language partners
 - 600 copies per country
 - 6600 units total
- **The newsletters** will be focused on project outcomes and outputs. Each newsletter will be designed between two and four coloured DIN A4 pages and in English and project partner's languages; three newsletters in electronic version will be carried out, one per year in English and all language partners.

- Project outcomes and outputs
- All partners contribute for contents
- It will be written in English and in language partners.
- One newsletter per year
- 3 newsletters x 11 countries = 33

2.4. Information about the final brochure

The final brochure design will consist of 20 coloured DINA4 pages maximum, in English and project partner's languages.

- Contents:
 - ✓ Project's scope and aims,
 - ✓ Tools and services developed,
 - ✓ One case study from each country regarding the pilot implementation of the EPC+ package
 - ✓ Evaluation of the results of the pilot.
- English and language partners
- 20 pages maximum
- 400 hard copies per country
- 4400 units total

3. The project website

OUR WEBSITE

- Have a unique title tag in each page (in the header section of the page's HTML code). This benefits greatly the ranking of project web pages in search engines;
- Have the domain registered for at least 2 years beyond the project's end date;
- Include the full-title and acronym of the project;
- Acknowledge the source of funding and start/end dates;
- Include the UE logo, and logo of the project;
- English and language partners;
- Avoid in the description of the project EU contract jargon like 'work packages' or "D2.1" or "Technical Annex";
- Updated regularly;
- Have a counter on visitors to the page;
- Include the coordinator and the partners contact details;
- Websites of all project partners should link to the project's website and vice-versa;
- Include all public deliverables press releases, articles, news and events;
- Contain links of another similar EU project websites;
- It will include also a restricted area for the partners;
- **OUR WEBSITE is www.epcplus.org**

4. Communication and dissemination strategy

Communication and dissemination strategy will be developed on EU level and in each country to get a clear mapping of the project target groups and to reach them with the better mass media, European and national email lists with small and medium sized - energy services providers and energy organizations will be carried out.

- At national level
 - Clear mapping of target groups.
 - Reaching them with mass media, national lists.....
 - Communication with interpersonal meetings, telephone....
 - Mass media communication, websites including press releases, newsletters.
 - E-mail list with: Company/Institution; Personal name, E-mail, phone.
- At EU level
 - Each partner-country, they will provide:
 - 10 SME energy services providers.
 - 10 public and private energy organisations.
 - Of non-partners countries, selection in the Kick-Off Meeting!!
 - E-mail list with: Company/Institution, Personal name, E-mail, phone.
 - 20 contacts x 11 country partners = 220 contact in non-partner countries (European added value).

Table 1.- The selection for European contact list

Partner	Partner Country	Countries for European Contact List
KAPE-CRES	Greece	Albania, Bosnia, Cyprus
HELESCO S.A.	Greece	Albania, Bosnia, Cyprus
Arbeitsgemeinschaft ASEW c/o VKU	Germany	Norway, Denmark
Factor4	Belgium	Netherlands, France
GEA	Austria	Switzerland
E7	Austria	Switzerland
TEA	Ireland	United Kingdom
ESCAN	Spain	Finland, Malta
ISR	Portugal	Sweden
ESCOITALIA	Italy	Ukraine
SEVEN	Czech Republic	Slovakia, Poland
JSI	Slovenia	Croatia, Hungary
BSERC	Bulgaria	Serbia, Romania, Macedonia

Target groups for dissemination

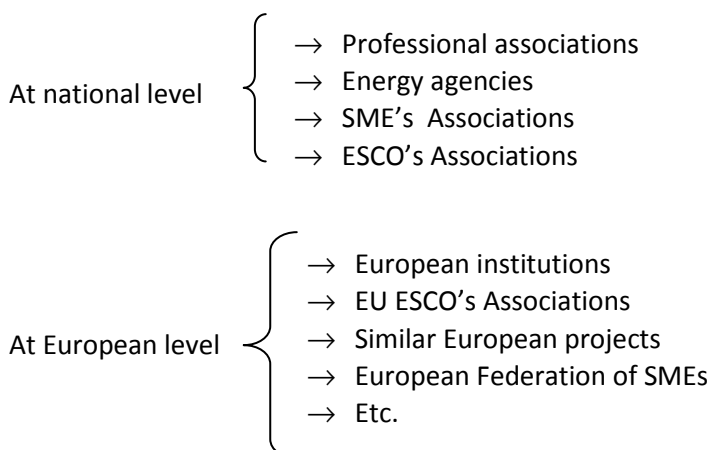
The main target groups are providers of EPC services and the customers that will benefit of them. The next tables include the companies, professionals and institutions of both groups.

- Newly emerged and experiences SME-energy service **providers**:
 - ✓ Equipment suppliers.
 - ✓ Engineering companies.
 - ✓ Lighting specialists,
 - ✓ Energy consultants, EPC facilitators.
 - ✓ Financing institutions, ICT SMEs, local utilities, etc.
- Potential small and medium size **customers**:
 - ✓ Residential buildings.
 - ✓ Buildings of non residential use.
 - ✓ Tertiary sector.
 - ✓ Agro-industrial cooperatives, etc.

Strategic partners for communication and dissemination

Achieving the support from institutions and related energy efficiency associations, that can cooperate in the campaign of dissemination of the project ("multipliers"). They will be kindly invited to disseminate:

- General objectives of the EPC+ project.
- Greater clarity of EPC + concept.
- Greater clarity of SPINs concept.



Analysis of results

The communication and dissemination results will be measured at European and national levels.

How the European dissemination results will be measured:

- ✓ Questionnaire at EU conferences/seminars.
- ✓ Questionnaire about EPC+ project with survey monkey or similar to 110 professionals of the European email list.
- ✓ Methodology
 1. Partners send updated list to ESCAN.
 2. ESCAN send questionnaire.
 3. ESCAN analyse the results with cooperation of CRES.
- ✓ The visitors' number of European website section.

How the national dissemination results will be measured:

- ✓ Participation in national business facilitation seminars.
- ✓ Attendance to our presentations at events.
- ✓ Reading of articles and press releases.
- ✓ Distribution of project leaflet, electronic newsletter and final brochure.
- ✓ The visitors' number of national website sections.
- Each partner elaborates a “national contact list” to invite target groups at the project seminars, events and to distribute the project leaflet, newsletter etc.
- Partners will collect the number of participants and attendants in the seminars organised by the project and in the events where a project presentation will be carried out.
- The number of readers will be also collected in the Press book table.
- The project website includes a meter for each national website section.

Annex III: Communication and Dissemination Campaign, includes an extension of this chapter.

Annex I.- Template for word



Name of Deliverable
Language

Month year



Cofunded by European Union

Author

Company or Institution

Address

Email address

Partner logotype

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1. XXX

1.1.


1.1.1.

1.2.

1.3

2. XXX

Annex II.- Template for presentations



Energy Performance Contracting Plus

TITLE OF PROJECT MEETING /
WORKSHOP/SEMINAR


Energy Performance Contracting Plus Project

TITLE.....


.....

Place and date

Partner company name
Person name



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Energy Performance Contracting Plus

XXX

Energy Performance Contracting Plus

2



Contact data (please include name and partner contact data)

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Annex III.- Communication and Dissemination Campaign

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1. Introduction

The main objective of EPC+ communication and dissemination is to promote an innovative business model in order to roll-out EPC+ for the market.

The deliverable Guidelines of Communication and Dissemination Campaign of EPC+ project described the communication and dissemination activities and target groups at national and European level. This Annex includes the strategy for the communication and dissemination with mapping of the project target groups.

2. Target groups

The communication and dissemination activities of EPC+ project are focused mainly on energy services providers, SMEs, advisory services and potential customers.

The project target groups for communication and dissemination at a national level are included in the next table.

Country	Target group	Position
Greece	– Media: magazines and press on energy, energy services market, buildings.	Reporters specialized in Energy
	– Equipment suppliers of HVAC and lighting equipment.	CEO's
	– Members of the Hellenic Confederation of Commerce and Entrepreneurship.	
	– Members of the Hellenic Association of Food and Drinks Industry.	Energy specialists
	– Financial institutions.	CEO's
	– Listed members of the Hellenic Registry of Energy	CEO's

	<p>Service Companies.</p> <ul style="list-style-type: none"> – SPIN members. 	
Germany	<ul style="list-style-type: none"> – Media: magazines and press on energy as well as for municipal utilities. – Regular project updates via newsletter for energy providers, ESCOs, municipal associations, etc.). – Presentation during particular ASEW-Workshops and Fairs. – Listed ASEW – members. – SPIN members. – SME's. 	<p>Journalists focused on energy related topics</p> <p>CEO's, Head of energy Units</p> <p>CEO's, energy experts</p> <p>CEO's, Head of Units</p> <p>Energy experts</p> <p>Potential pilot clients</p>
Belgium	<ul style="list-style-type: none"> – SME's – SME federations, Large enterprises federations – Multi owner residential building and Multi owner residential buildings federations – Multi owner residential buildings initiatives – Multi owner residential buildings service providers – Public authorities involved in energy efficiency policy making – Educational authorities – Educational organisations, schools, ... – Building federations – Equipment suppliers – ESCO organisations – SPIN 1: Associates (lighting companies, HVAC, 	<p>Owners</p> <p>Contact persons</p> <p>Contact persons</p> <p>Contact persons</p> <p>CEOs</p> <p>Officials</p> <p>Contact persons</p> <p>Director, Technical</p> <p>Contact persons</p> <p>CEOs</p> <p>CEOs</p>

	<p>Monitoring, ...)</p> <ul style="list-style-type: none"> – SPIN 2: Joint venture between Dutch legal office and Factor4 (principal in SPIN 1) – SPIN 3 : Factor 4, Heating manufacturer and Energy company – Events (seminars, congresses, ...) presentations 	CEOs
Austria, e7	<ul style="list-style-type: none"> – SME's for the provision of hard- and software of monitoring systems. – Engineering SME's for planning and optimization of lightning and HVAC (energy service companies.) – Equipment suppliers. – SME's (tertiary sector) with a power demand > 100.000 kWhel. – Media: magazines and press on energy, Energy services market, buildings; newsletters of ESCO associations, events' organizers, etc). 	<p>CEO</p> <p>CEO</p> <p>CEO and sales</p> <p>Management level</p> <p>Journalists</p>
Ireland	<ul style="list-style-type: none"> – SPIN members – Energy Efficiency and Renewable Energy Equipment suppliers – Associations of small and medium sized Enterprises – Energy Businesses/Agencies – Media: magazines and press on energy, Energy services market, buildings; newsletters of ESCO associations, events' organizers, etc. – Associations of hotels 	<p>Managers or owners</p> <p>Secretary</p> <p>Manager</p> <p>Editor</p> <p>Secretary</p>

	<ul style="list-style-type: none"> – Small medium Industries of agro-industry sector, food and automotive. 	Secretary
Spain	<ul style="list-style-type: none"> – Equipment suppliers of main companies for lighting, HVAC, biomass, solar. – Associations of small and medium sized ESCOs – Energy Agencies – Media: magazines and press on energy, Energy services market, buildings; newsletters of ESCO associations, events' organizers, etc. – Associations of SMEs companies AEDHE, – Small medium Industries of agro-industry sector, food and automotive. – SPINs members: <ul style="list-style-type: none"> – SPIN1: SMEs, EPC facilitator, BSM, certification and lighting companies in Sevilla. – SPIN2: small and medium companies specialized in – Engineering & building certification; thermograph studies; solar energy; vapor systems; biomass and heating systems -. 	Distributors and decision makers Technical managers Responsible of technical and energy contents Managers, owners
Portugal, ISR-UC	<ul style="list-style-type: none"> - ESCOs that are registered in the National registry database(http://www.dgeg.pt/) (1) - Direct invitation to companies (either by email and call) already established in the market and interested in EPCs. Please note that many ESCOs in Portugal are not interested in EPC framework, so we tried to address only 	CEO CEO, CFOs and Experts

	<p>interested companies. Typically, these companies are SME's for the provision of monitoring services (audits and also provision of hardware and software), engineering SME's for planning and optimization of lighting and other energy efficiency measures like motors, energy service companies and equipment suppliers).</p> <ul style="list-style-type: none"> - Emailing dissemination with information about the project activities and general information about energy services, whenever useful information is available, links, best practices, requests for surveys, etc., among our list of contacts, from previous projects/activities (includes: municipalities, energy agencies, engineering companies, planners, some Portuguese manufacturers, energy consultants, energy auditing companies, banks, - Strong marketing tool "Word of mouth", (we count with companies that were involved in previous related projects); - Media coverings: articles in national energy related magazines: Edifícios e Energia, o Electricista, Renováveis Magazine; Press releases will be launched by the University Press; Promotion of the project in our Web site; A National conference will be identified for presenting the project results during 2016-2017; An abstract was submitted to eceee industrial summer 	<p>CEOs, CFOs, Planners and Engineers,</p>
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	study.	
Italy	<ul style="list-style-type: none"> - SPIN members, - Escos members of Federesco, - Clients and suppliers of the abovementioned Escos, - Suppliers of relevant technologies - SMEs large consumers - about 1000, - National trade organizations, - Financial institutions, - Certification bodies, - Energy Agencies, - Institutional relevant subjects (RSE, GSE, GME), - Magazines and press on energy efficiency, energy services market, building sector. 	<p>Managers or owners</p> <p>Managers or owners</p> <p>Decision makers</p> <p>Decision makers</p> <p>Managers</p> <p>Secretary</p> <p>Managers</p> <p>Managers</p> <p>Secretary</p> <p>Secretary</p> <p>Editor</p>
Czech Republic	<ul style="list-style-type: none"> – Media: journals and portals on energy and energy efficiency, energy services, buildings; – Newsletter of ESCO association. – Energy service companies. – Engineering SME's for planning and optimization of HVAC and lightning. – Equipment suppliers. – SME's (tertiary sector) with a power demand higher 100.000 kWh el 	<p>Journalists</p> <p>Editor</p> <p>CEO</p> <p>CEO</p> <p>CEO</p> <p>CEO and sales</p> <p>Management level</p>
Slovenia	<ul style="list-style-type: none"> – Local Energy Agencies (8). – ESCOs (Petrol, Gen I ESCO, GGE..) 	<p>Decision makers</p> <p>Technical managers</p>

	<ul style="list-style-type: none"> – SPIN members. – EPC facilitators (Borzen). – Financial institutions (Eco fund, SID Bank...). – Ministry of Infrastructure (Directorate of Energy). – Media (Energetika.net...). 	<p>Energy managers</p> <p>Editors</p> <p>Public authorities</p>
Bulgaria	<ul style="list-style-type: none"> – The 2 Bulgarian EPC+ SPIN members. – ESCOs and other energy service providers (i.e. utilities). – Energy efficiency & renewable energy equipment suppliers. – Energy engineering/consultancy companies and their associations. – Licensed energy audit companies and their association. – SME associations (as clients) – both general and sectorial (hotels, food industry, etc.) ones. – Energy agencies (private and governmental). 	<p>CEO, project managers, auditors</p> <p>Secretary</p> <p>Managers and decision makers</p>

(1) Portugal, National registry database: part of these ESCOs are accredited to bid for public tenders for Establishing EPCs in the public buildings, however, municipalities do not have to comply with the public rules regarding EPCs.

3. Communication and dissemination with SPINs

The target groups of SPINs are mainly energy service providers and potential clients.

- Newly emerged and experienced SME-**energy service providers**:

- 1) Equipment suppliers.
- 2) Project managers, CEOs at engineering companies.

-
- 3) Energy consultants and EPC facilitators.
 - 4) Managers at local utilities, technical manager at energy organisations.
 - 5) Financing institutions.

Potential clients are mainly the small and medium sized customers, beneficiaries of the private sector:

- 6) Buildings of residential and non residential: owner and users of households, flats, users of office buildings, technical manager / owner of small and medium hotels.
- 7) Tertiary sector: sport centres, commerce's, association –chamber of commerce, with potential energy savings.
- 8) Agro industry cooperatives, small and medium factories ... mainly the owners that could be interested in improving the energy efficiency or getting energy savings at their facilities.
- 9) Chambers of Commerce and Chambers of Craft and Small Business

Overall aim per target group:

- a) Equipment suppliers are interested in profitable business models and potential projects.
- b) Project managers, CEOs of engineering companies participate in SPINs and training actions.
- c) Energy consultants and EPC facilitators receive the materials and information and use it for their knowledge, projects.
- d) Local utilities, energy organisations are willing to include relevant knowledge in their trainings, websites.
- e) The financial institutions benefit because get information about potential investments, new projects and companies in EPC market, etc. Also learnt that only technical input is not enough for implementing energy saving measures.
- f) Owners and users of households, offices or hotels will benefit because they increase their knowledge of energy saving and EPC.

- g) Tertiary sector, cooperatives and SMES interested to know improving their facilities with energy saving measures
- h) Chamber of commerce interested to disseminate the tools and information about creation of SPINS, technical tools, etc.

4. Communication and Media Strategy

- 1) Equipment suppliers
- 2) Project managers at engineering companies

To *raise interest* we need to:

- Identify and approach energy supplies and projects managers.
- Communicate and disseminate key messages through various digital and written media.
- Provide arguments to convince high level management.

To *maintain interest* we need:

- Provide documents for SPINS creation and tools.
- Effective trainings
- Provide good practice examples
- Provide best practices

To *change and maintain behaviour* we need to address:

- Predisposing factors: the target group knows the strategic potential of energy saving, the non-energy benefits and the training material.
- Enabling factors: availability of material, support from consultants, management; capability of auditors.
- Reinforcing factors: positive feedback.

- 3) Energy consultants and EPC facilitators

To *raise interest* we need to:

- Identify and approach the target group.
- Communicate and disseminate key messages through various digital and written media but also direct personal communication.

To *maintain interest* we need:

- Show clear business advantage of providing EPC+ tools and modular model contracts.
- Tailored information and knowledge transfer.

To *change and maintain behaviour* we need to address:

- Predisposing factors: the target group knows the energy efficiency potential.
- Enabling factors: availability of materials, capability of auditors.
- Reinforcing factors: feedback of clients and peers.

4) Managers at local utilities, technical managers at energy organisations.

To *raise interest* we need to:

- Identify and approach the target group.
- Communicate and disseminate key messages to various digital and written media.

To *maintain interest* we need:

- Easily friendly information with advantages of providing EPC.
- Tailored information and knowledge transfer.

To *change and maintain behaviour* we need to address:

- Predisposing factors: the target group knows the energy potential and business cases enabling factors: availability of material.
- Reinforcing factors: feedback of clients.

5) Financing institutions

To *raise interest* we need to:

- Identify potential financing private and public financing institutions.
- Communicate and disseminate key messages.

To *maintain interest* we need:

- Preliminary results.
- Tailored information on Non-Energy Benefits.

To *change and maintain behaviour* we need to address:

- Predisposing factors: knowledge of EPC.
- Enabling factors: availability of material; interesting examples.
- Reinforcing factors: feedback of clients.

Others: Portuguese partner as being part of the University, their commitment with the society also involves Education and Training. Based on our overall good connections, our politics independence and good grounds as a well known University, we will try to carry out some out reach activities aiming at raising awareness and increase capacity building for EPCs, targeting commercial companies, energy utilities, energy agencies, public institutions and other engineering schools/universities, equipment manufacturers, installers, planners, that might be interested in this business. However, we believe that the success of the dissemination, in this particular project, highly depends on direct contacts with particular clients and segments, previously identified. This is why we have been visiting potential customers, like municipalities, hotels and health clinics, so far, presenting the project and promoting energy services and EPCs.

Regular contacts with other related H2020 projects, in particular EPC South Trust and Investment Confidence Project will be done.

Media Strategy	Media	Message	Frequency	Indicators
Equipment suppliers	Personal Contact Conferences Specific articles in selected media	Leaflet Tools Non energy benefits Others, results pilots	1 x year per country	Contacts Follow up
Project managers, CEOs at engineering companies	Personal Contact Conferences Trainings Workshops Articles	Tools an model contracts Non energy benefits Others, results pilots	2 x year per country	Audience Follow up Number of members; discussions
Energy consultants and EPC facilitators	Personal Contact Conferences, Website	Tools an model contracts Others, results pilots Capacity building opportunities	1x year	Contacts and discussions
Managers at local utilities, technical manager at energy organisations	Personal Contact Training sessions Website	Non energy benefits Newsletters	1 x per year	Number of institutions approached Response
Financing institutions	Personal Contact Training sessions Website	Non energy benefits Newsletters	1 x per year	Number of members and discussions

Media strategy per target group

Communication to the target groups is done by partners and Escan follow up and provide advice.

5. National resources, responsibilities per partner

Each partner is responsible for the following communication activities:

- 1) Develop and maintain a National Contact list with the SPINs. Contribute and include new members.
- 2) Planning of national and regional events, presentations.
- 3) Planning of national and regional publicity (news, articles).
- 4) Contribute to the content of the website and maintain national sections.
- 5) Contribute to the annual newsletters (WP leaders mainly).
- 6) Keep records of national publicity actions.
- 7) Keep records of events (invitation, programme and evaluation).

Escan is responsible for overall communication deliverables and representation in international events, publicity and connection to networks with the coordinator. The Leaflets, Newsletters, etc are to be sent by partners to the national contact list and Escan to the European contact list.

Some of these contents can be used to elaborate articles, press notes for media. In the EPC+ websites of the national languages the articles, events, Newsletters etc. are included.

6. Monitoring and evaluation

Each partner will keep record of contacts and communication activities: Events will be evaluated via evaluation report.

All EPC+ products will be evaluated on their value and effectiveness on a regular basis. Results and planning of the communication activities and products is discussed in each project meeting. Every month an online meeting is also celebrated, Escan provides the overview of the dissemination activities and the activities that should be done for that month. Partners provide their feedback.

In the month prior to the project meetings, each partner provides updated records of events, presentations, articles, any other new activity – product that has been carried out. Escan collects, and completes this information and sent to CRES.