



Guidelines to reach additional CEESEN members T.5.4



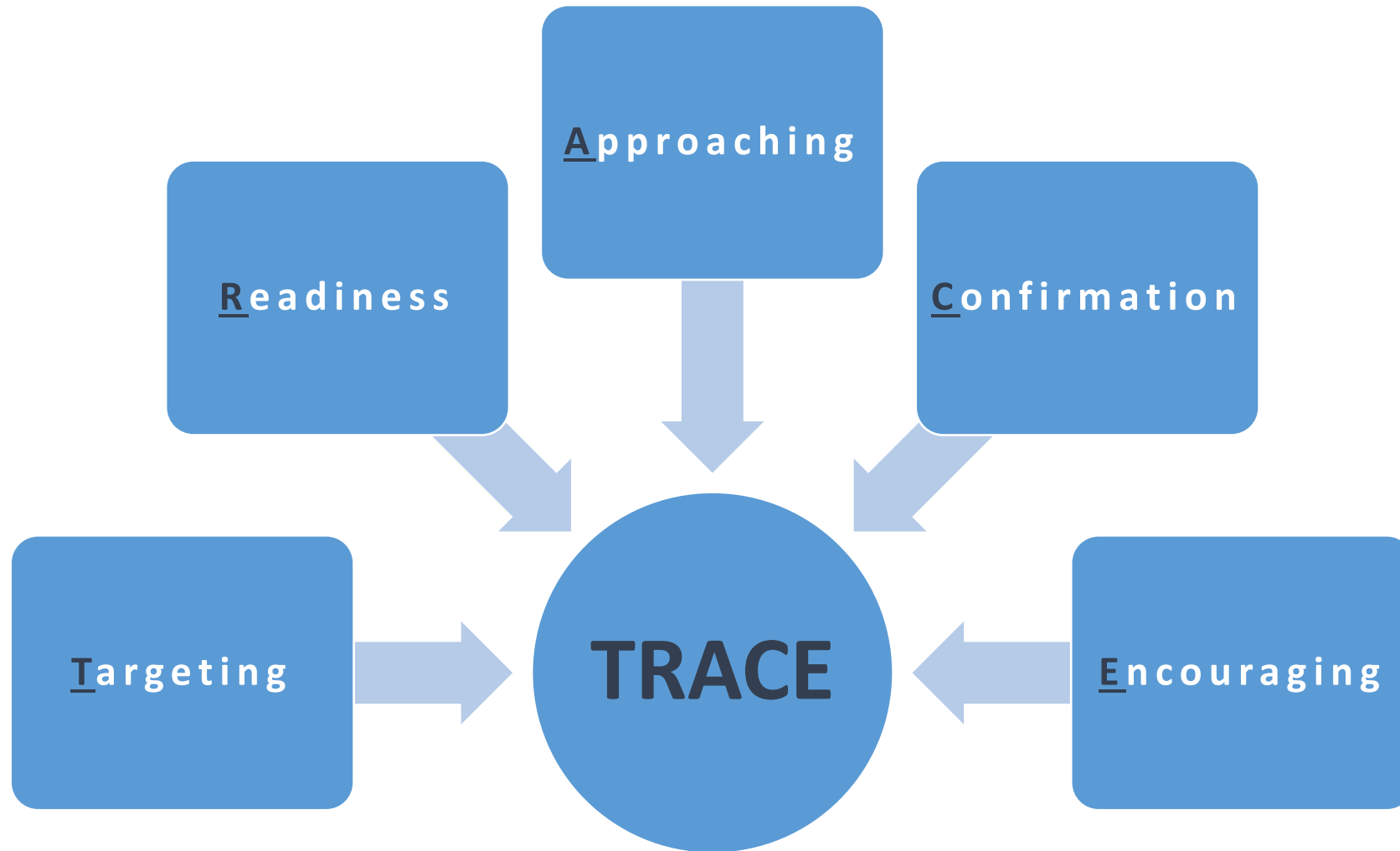


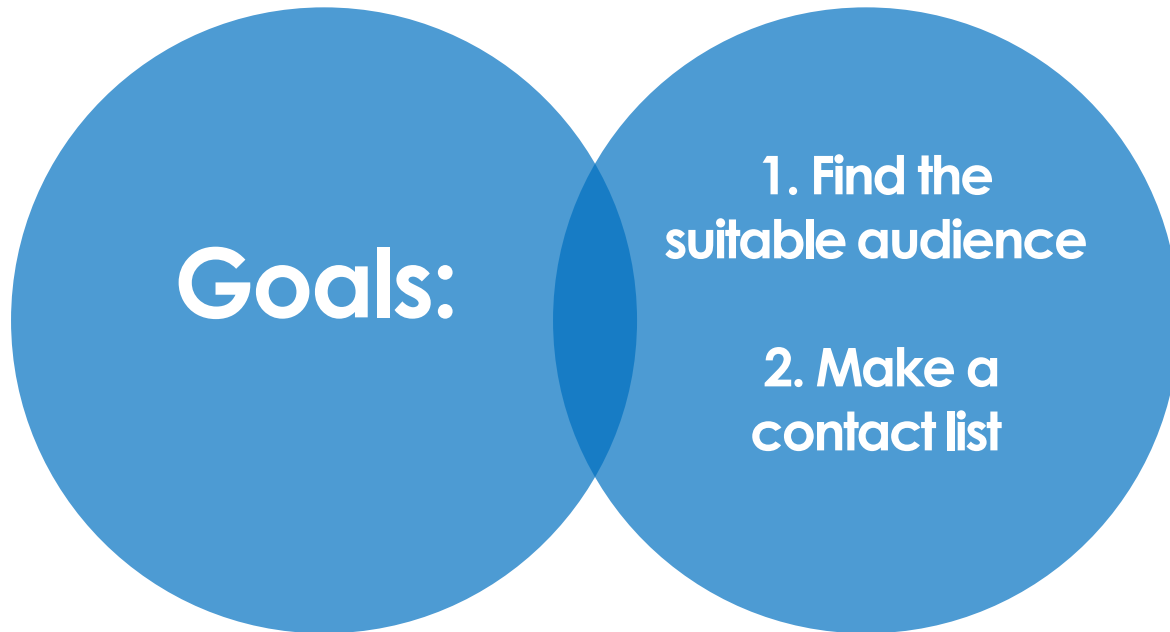
How we do it in
Mazovia

Main goal

Find a reliable stakeholders to
provide an lasting impact on
CEESEN Platform


FIVE EASY STEPS TO FIND STAKEHOLDERS





Targeting

Looking for audience with possible interest in the area



Comment: Remember that working together can provide better results

TARGETING



Comment: These are just examples, you can use your own contacts.

RESOURCES

where to find?

other international projects

like:
CitiEnGov
Dynamic Light
SimStadt
Energielabelatlas

events connected with topic of energy

as:
<https://docs.google.com/spreadsheets/d/1MUUYxal-CczwdHRBObwFfnuqbYYbrCYZnXZcE32-BU/edit>

energy clusters

area of cooperation subjects with common goals

energy movements

example in Poland: "Więcej Niż Energia" network concentrating companies, cities, communities, local government units, individuals working in a field of sustainable energy and energy efficiency


Readiness

Preparing for any kind of approaches factually and mentally



Goals:

1. Broaden knowledge about the subject and project
2. Be ready to answer any question



Comment: Be confident and well prepared.

CEESEN incentives

- > Admission to information, trainings, meetings, printed materials and finding new opportunities
 - > Access to potential project partners
- > Ability to share your ideas to European Energy Policy that can make an actual impact
- > Opportunity to participate in project conferences in Prague and Tartu (for the most active members of the Platform)
- > Support of local organizations to develop idea of low-carbon energy in the region.
- > Creating a Low-Carbon Community with the help of Panel 2050 funds
- > Each registered user can create post, begin a forum discussion and be a part of something bigger.
- > Platform CEESEN is a tool to contact, exchange experiences and knowlodge. It is a lasting impact that can provide wisdom to generations.

Goals:

1. Build trust with the subject
2. Convince that main goal is to satisfy his/hers needs
3. Arouse a need of cooperation

Approaching

Make a personal contact

Comment: Do not give up easily. Not every confrontation might be a success

METHODS

Comment:
Remember about
the CP!

banners and
advertisement
in energy
sector
websites and
newspapers

leaflets

radio

telephone
conversations

personal
visits

social
media:
Facebook,
Twitter,
Instagram
etc.

posters

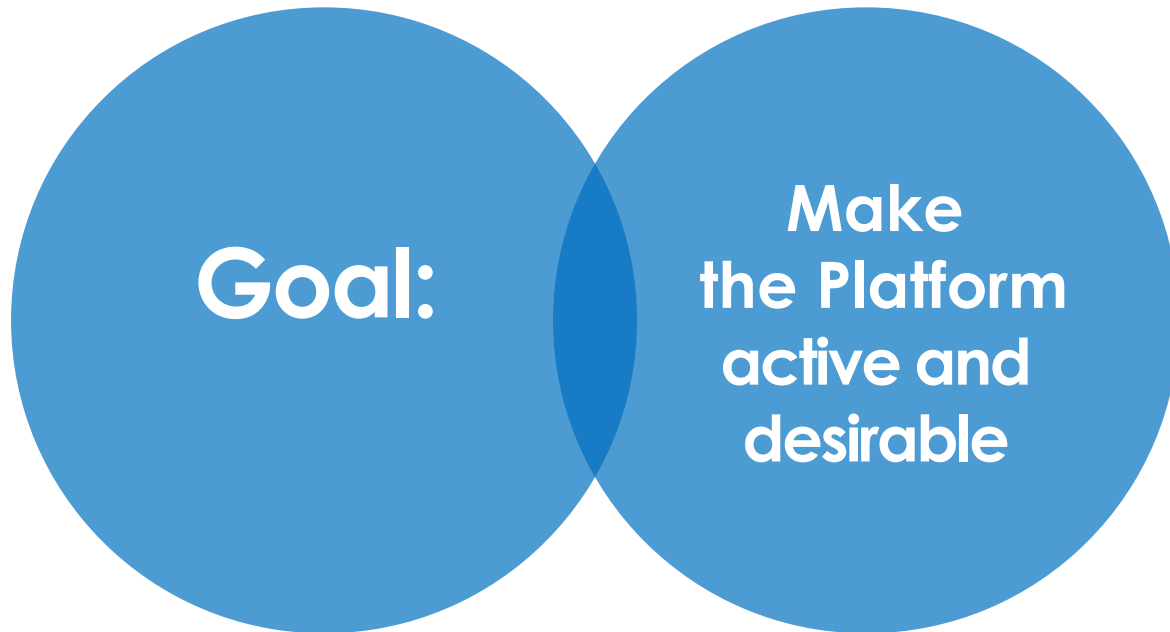
Confirmation

Making the subject a stakeholder

Goal:

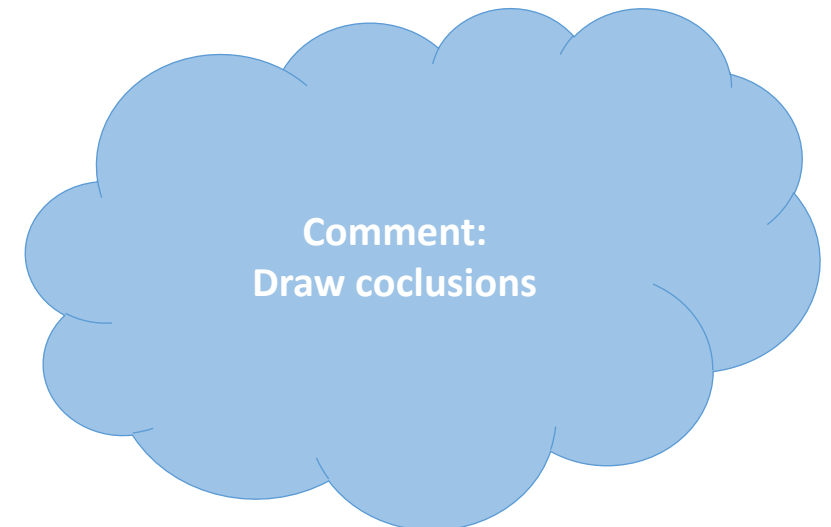
Close the deal
with the subject
making an account
on a platform

Comment: Remember
dividing tasks can bring
better effects.



Encouraging

Keep in touch with the stakeholders and encourage to any activity on a platform



METHODS

monthly
check in's;
keeping in
touch with
our
stakeholders

promise of invitations to
the conferences in the
Prague and Tartu for the
most active members

competitions,
surveys, open
discussions
on a Platform

making the
content of a
platform
interesting,
actual,
creating

permanent
periodic
happenings on a
Platform like:
monthly
newsletter „what is
new?"; weekly
competitions

Thank you!

