



**CEE
SEN**

COMMUNICATIONS PLAN

PANEL 2050 Project, WP4
November 2016

WWF Bulgaria
WWF Hungary

COMMUNICATIONS PLAN

Slogan: Join the low-carbon community in Central Eastern Europe

Why do we need a Communications Plan?

Successful communication is the only way towards the implementation of the project PANEL2050. Reaching out and connecting with our *stakeholders* is of key importance in this project. The Communications Plan is created for facilitating this dialogue. It is developed by an international team of experts lead by a tandem of two WWF organisations in Bulgaria and Hungary.

The team of PANEL2050 is a diverse group of organisations with different expertise and capacity. Some of the members may lack communications expertise and have to manage tasks among very small teams. This may also be the situation for many stakeholders in our communities. Well-developed capacity and a functioning communications team are often missing from local organisations. Yet the need for communication activities is significant for all actors of the sustainable development. The Communications Plan is describing these needs and laying out an action plan for fulfilling these needs.

Some people using this document will not have extensive experience in project communications. This won't be hindering the implementation of the Communications Plan. We are setting this document up in the way that it is accessible for a wide variety of actors. Newcomers should be aware that because the main target group of the document is communication professionals, it is better if the Communications Plan is used together with the general guidelines for communication. There are several guidebooks available both commercially and in public. Reach out for these if it's needed. The Project Manual is filling that function in the context of PANEL2050.

We want to share our story. PANEL2050 is offering a new approach for communities to be active on designing their own future of low-carbon living. **We want to share our values.** PANEL2050 is based on the ethical foundation that is represented in our work - we care for our communities, people and environment. **We want to share our future.** PANEL2050 is connecting like-minded innovative people (*forerunners*) from all over the CEE region to share their visions, ideas and experiences.

COMMUNICATION CONTEXT

In Central and Eastern Europe achieving sustainability is a challenging task. Renewable energy generation is lagging behind the EU average so CEE countries have to increase their current efforts to attain 2050 EU emission cut targets. Energy sector has historically been centralized and subsidized in the way that makes market penetration difficult for new renewable technologies. Political support for low-carbon economy is marginal and public pressure for making more sustainable decisions is still weak. Third sector is actively developing and environmental awareness is increasing but political culture is not inclusive so in many cases the voices of activists will be ignored. This is creating additional barriers for the energy transition to happen.

Our communities are overflowing with messages of sustainable development. There are dozens of EU projects out there that promise better future for us and demand our interest, in many cases only partially providing what they have promised. These messages have to compete with the totality of the information economy that is constantly bombarding us in our everyday life with the alluring mix of news, entertainment, messages from our 300 'friends' in social media, hundreds of emails in our mailbox etc. All this is competing for our finite resources of 24 hours a day and our interest. In the age of information society, information is cheaper than ever before in human history. This inflation of information makes communicating sustainability a real challenge.

Communicating the complex topic of energy transition is also challenging. It is a socio-technological topic combining the language and thinking of social and technological disciplines and by this alienating both audiences and potentially also the public who may find the overall concept difficult to understand. Building inclusive messages in the community is even harder because of the competing interest of different stakeholders. A good illustration of these problems is the development of the 'climate change' paradigm and the resistance to that.

The communication activities of most EU projects are focusing on big slogans that are promoting EU policy on climate and energy. These slogans are familiar language for EU administration and national politics but weird, alien and off-putting for the citizens. In fact this is the worst way to speak with our stakeholders. The fact that PANEL2050 is competing with many other EU initiatives that all promise great things won't actually make our mutual target group more sympathetic to what we have to say. 'Yet another EU project' is an identity that should be avoided.

At the same time there is a very positive background for implementing sustainable way of living. There is an increasing number of people valuing the sustainability aspect and looking for better ways for setting up their lives. The new generation of people (*millennials*) is questioning the traditional damaging lifestyle and are open for messages of sustainability. This change is also happening on political level and decision-making level creating a new generation of leaders who may not necessarily share the ethics of their fellow demographics but nevertheless understand the potential of it and is willing to speak in the same language. There is a growing audience and a potential demand for the

information that the project can offer. The challenge of the communication activities is to connect with that audience and unlock its potential.

Story of the PANEL2050

The global economy is changing. The carbon heavy industrial model is giving a way to smarter and cleaner means of producing goods and services. Energy production is changing from oil and coal to solar, wind and biofuels. Energy services are focusing on efficiency and reducing its environmental impact. European climate and energy policy is on the forefront of this change stating that Europe will be a low-carbon community for 2050. Implementing this policy is challenging but also offers new possibilities for development and prosperity. This is a familiar environment for CEE countries. We have been transforming our economies for the last 25 years - from soviet planned economy to post-soviet market economy. Because of the financial and structural inertia, the energy sector has been the slowest part of the economy to change. Transforming to low-carbon economy is the final step on phasing out the wasteful and damaging energy complex of the 20th century.

Change won't happen overnight. It will be an outcome of continued process where we all participate. If we want to create a sustainable future, we have to start to support existing sustainable developments in our communities. There are people among us who are already supporting it by their work and lifestyle. Because of the prevalent political paradigm these people are usually not fully included in the decision-making process and do not receive public support for their ideas. The goal of PANEL2050 is to reach out to the local advocates of low-carbon economy and include them in the policy development processes. The project wants to transform the communities using their greatest asset - their own active people - the forerunners.

They may be energy service providers offering solar electricity. They may be local bicycle activists, environmental activists, housing developers, ICT service providers etc. We are developing active relationships with these people and organisations and will include them in the newly developed Central and Eastern European Sustainable Energy Network (CEESEN). This network will act as a mutual platform for energy transition in CEE countries by sharing ideas, practices and supporting the development on local, CEE and European level. It also offers tools for energy transition like guidebooks, training materials etc. CEESEN will continue to reach out for the new members even after the PANEL2050 project. It will widen its reach to other CEE countries and also non-EU countries that are facing similar problems.

Forerunners will help create a widely accepted long-term energy policy for their communities. These policies will help guide the process towards low-carbon economy and avoid possible costly mistakes. The process is supported by the tools and knowledge PANEL2050 is offering for the communities. It is also supporting the use of inclusive practises that will lead towards further development of the democratic institutions. Low-carbon

economy can be carried out as a publicly supported project offering more opportunities to a larger group of stakeholders.

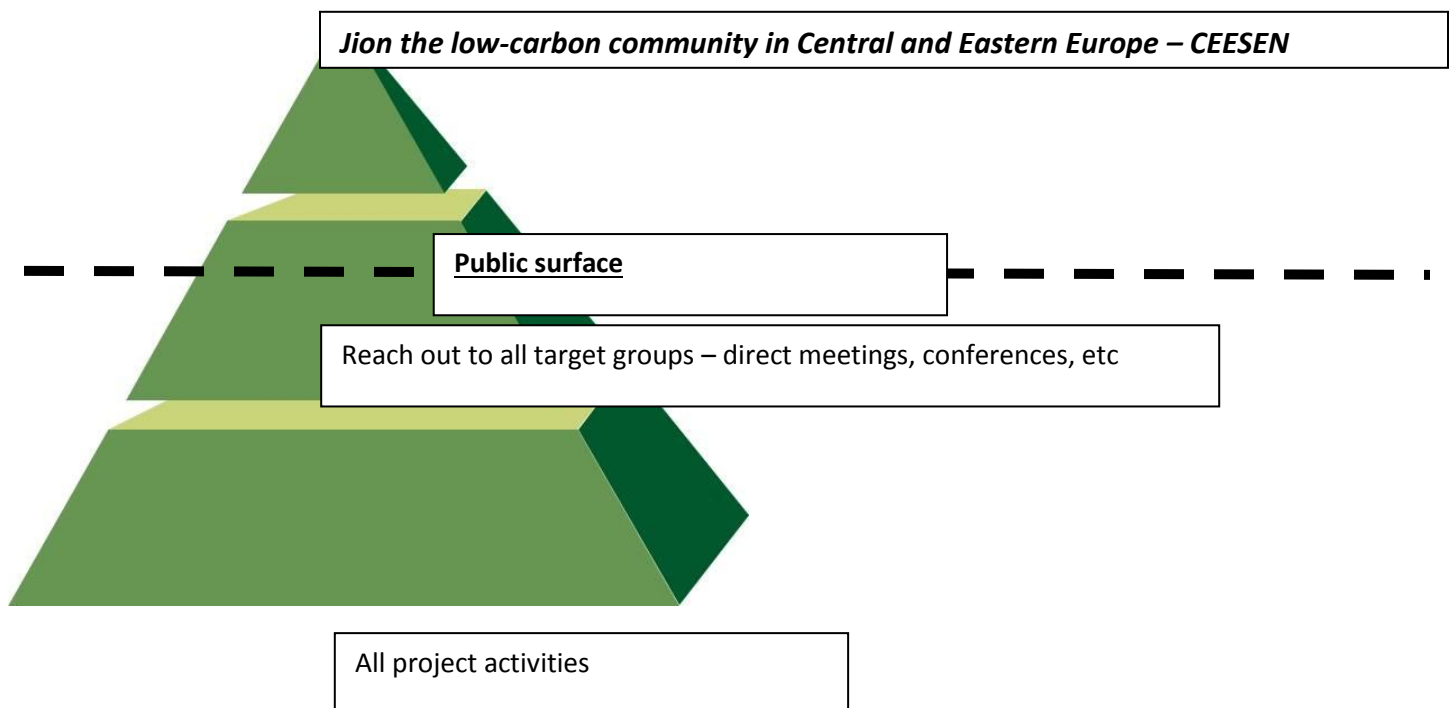
Our main quest is to:

1. Find forerunners - people and organisations who are supporting the sustainable energy/transport sector,
2. Support forerunners in growing their ideas and practices,
3. Help forerunners to participate in and improve sustainable energy policies for their communities,
4. Support the development of democratic tradition in the light of sustainable development implantation policies.

COMMUNICATION STRATEGY

The overall communication strategy should include one strong brand identity. This identity should be the umbrella overseeing all the activities, with one common look and feel.

The strong brand will be dominated by CEESEN - even if the project activities are not under CEESEN, this will be the external anchor for our project.



Forerunner Training Programme

The Forerunner Training Programme that will be developed and executed within the PANEL 2050 project is aimed specifically at organizations that have been attracted as partners and later as members of the CEESEN network. The most active and talented of them will be engaged in further trainings as forerunners.

Communication with all participants will be done in a timely manner using all available channels to make sure the training programme has a high attendance rate. After the first training, active participants that have been identified as forerunners should be contacted regularly to keep their interest and attention to the programme.

Roadmaps 2050

The development of Regional Energy Profiles, Energy Visions, Energy Roadmaps, Action Plans and Synthesis reports will be concentrated in the hands of experts of the PANEL partners and the forerunners and stakeholders on local level attracted during the project. Communications will mostly be directed towards local stakeholders (suppliers, users, specialists, development organizations, investors, etc.) except when communication the Roadmaps 2050, when all target groups will be addressed.

All **external media communications** would aim to create local awareness of EU-level energy goals and the need and the ways of their local implementation. They would chiefly support CEESEN forerunners efforts to act as opinion leaders in their regions. Finalized Roadmaps will be introduced to specific CEE and EU audiences as a part of project dissemination.

CEESEN

Establishing the CEESEN network as a leading actor in the energy field that engages and empowers local actors and transforms local energy markets is the main goal of the project, so project communications will mostly be directed toward **current and future stakeholders**. Most communication activities will therefore not involve media and the general public, but experts in the field and local policy officials. The success of the network will depend on the individual networking and communication efforts of each PANEL2050 partner.

The communication towards **media and the wider public** would be based on milestones, e.g., the developed energy profiles, roadmaps, visions and action plans; the successful eventual union of existing energy networks under CEESEN; any important agreements reached during the two PANEL2050 conferences, etc.

All **external media communications** would aim to create local awareness of EU-level energy goals and the need and the ways of their local implementation. They would chiefly support CEESEN forerunners efforts to act as opinion leaders in their regions.

All communication activities on all channels should be streamlined to promote CEESEN as a leading voice regarding energy in the CEE and invite experts to join the green energy revolution in CEE.

All public communications related to energy carried out by all partners should make an effort to mention CEESEN, as well as create awareness on energy issues.

GOALS AND OBJECTIVES

Goals and Objectives of the PANEL2050 project

GOAL: Identify and support local forerunners

Specific objectives:

- Map out the partner regions and identify the stakeholders of sustainable energy/transportation,
- Analyse the stakeholders and identify the forerunners,
- Reach out to stakeholders and forerunners and involve them into the project,
- Develop training program for increasing the capacity of the forerunners,
- Increase the capacity of the forerunners on sustainable energy planning, advocacy and political participation,
- Provide guidebooks, training materials etc.

GOAL: Create local stakeholder networks and increase their capacity

Specific objectives:

- Develop cooperation between the stakeholders and forerunners locally,
- Develop cooperation between the forerunners internationally,
- Create CEESEN network as a platform for cooperation and capacity building.

GOAL: Develop broadly shared sustainable energy policies

Specific objectives:

- Create Local Roadmap Teams - stakeholder based work groups for policy development,
- Create publicly accepted Local Energy Visions,
- Create publicly accepted Local Roadmaps for 2050,
- Create and execute Regional Action Plans.

GOAL: Strengthen and replicate the concept of local stakeholder networks

Specific objectives:

- Open CEESEN for additional members,
- Support new CEESEN members through community driven moderated forums and QA sessions,
- Design evaluation plan, carry out evaluation activities and publish Evaluation/Replication Report,
- Publish all the outcomes of the project electronically under the public domain and make these available for next 10 years,
- All the publications will be released under Attribution-ShareAlike 4.0 International (CC BY-SA 4.0) licence <https://creativecommons.org/licenses/by-sa/4.0/>

Communication objectives

MAIN OBJECTIVE: CEESEN Network is perceived as a leading actor in the energy field

Establish CEESEN as the leading platform of the low-carbon community in CEE.

Specific objectives:

1. Create a recognizable **brand** of the CEESEN by the end of 2017,
2. **CEESEN is well-known** among key audiences by end of 2018,
3. **CEESEN is used regularly** and found to be useful by key audiences by end of 2018.

MAIN OBJECTIVE: Project activities are supported by communication and dissemination activities

Specific objectives:

4. **Support project partners** and provide guidance in the communications activities regarding key project outputs and activities,
5. Implement **local communication efforts** to key target audiences regarding project activities,
6. Implement specialized dissemination efforts to key target audiences at the **international** level for key project outputs.

The main goals of the project is to create the Central and Eastern Europe Sustainable Energy Network (CEESEN), a new energy player on the EU energy market that unites

different energy actors in the region for the purpose of engaging and empowering them to transform their local energy markets by developing and eventually implementing locally adopted energy policies and plans that focus on renewable energy and energy efficiency, and are in line with EU 2050 emission targets. Communicating the CEESEN will be one of the dedicated focuses of this document.

CEESEN will appear in the context of at least six existing networks with a similar purpose: Energy Cities, the Covenant of Mayors, Managenergy, FEDERENE, ICLEI, Polis. The fact is that none of them represent the CEE perspective completely. Most existing networks are widely international, having either very small or no CEE representation. In addition, their members rarely represent more than one sector of society.

CEESEN was thus planned as a solution to the missing CEE perspective in a holistic and focused fashion. Unlike the networks above, CEESEN will unite all actors in the energy field: individuals, cities, municipalities, regions, scientists, NGOs, energy agencies and public institutions. Another challenge would be to maintain the CEESEN network and its energy advocacy activities beyond the scope of PANEL2050. This will be a platform that unites actors for the purpose of networking, and that collects all relevant documents related to this field.

The second goal is to create long-term sustainable energy policies in the target regions. These policies will be developed with the help of local forerunners and used as a roadmap for moving towards a low-carbon economy. These consist of Visions, Roadmaps and Action Plans. The challenge is to find support from the community for these policies. All the policies in CEE region are so far done by governmental institutions and the idea of creating a public policy by non-governmental institutions is very new for the stakeholders.

TARGET AUDIENCES

Project coordination (WP1)

External target groups

- H2020, European Commission – communication of all project results and successes that were achieved
- EASME (Executive Agency for SMEs)

Internal target groups

All partner organizations of the PLANEL 2050 project

Forerunner Training Programme (WP2)

External target groups

- (Future) Members of the CEESEN identified on national level by each partner - participants in the Regional Trainings in Energy Advocacy (between 7 and 10 organizations per region) and the Workshops on International Advocacy
- Forerunners – trainees with high level of interest and aptitude from the Regional Trainings in Energy Advocacy

Internal target groups

- All partner organizations of the PLANEL 2050 project – they will be participants in the “Train the Trainers Workshops” – a workshop for partners that lack experience either in teaching or in advocacy

Roadmaps 2050 (WP3)

External target groups

For the Regional Energy Profiles

- Development agencies and energy/environmental experts
- Specialized media – local (examples: journalists who work for a specific division of a media – environment, energy, EU politics; or media that specializes on these topics – magazines, online)

For the “Energy Efficiency Situation of Central and Eastern European Regions” (Synthesis report in English)

- Local stakeholders (suppliers, users, specialists, development organizations, investors, etc.)
- Specialized media – local (examples: journalists who work for a specific division of a media – environment, energy, EU politics; or media that specializes on these topics – magazines, online)

For the Long Term Energy Visions

- Local stakeholders (suppliers, users, specialists, development organizations, investors, etc.)
- Specialized media – local (examples: journalists who work for a specific division of a media – environment, energy, EU politics; or media that specializes on these topics – magazines, online)

For the “Local Roadmaps for 2050”

- Local stakeholders (suppliers, users, specialists, development organizations, investors, etc.)
- Members of other networks and umbrella organizations at regional level (Covenant of Mayors, FEDERANE, ICLEI etc.)
- The scientific community in CEE and internationally
- Educational institutions in CEE and internationally
- Local public institutions (municipalities, city halls, etc.) in CEE
- The general public in participating local areas and throughout CEE
- Policy makers at a regional, national and EU level
- Specialized media – local and international (examples: journalists who work for a specific division of a media – environment, energy, EU politics; or media that specializes on these topics – magazines, online media, etc.)

For Regional Action Plans

- Forerunners from the Training Programme
- Local stakeholders (suppliers, users, specialists, development organizations, investors, etc.)
- Local public institutions (municipalities, city halls, etc.) in CEE

Internal target groups

- All partner organizations of the PLANEL 2050 project – they will be participants in the “Partner Training on Stakeholder Analysis and Communication”

CEESEN (WP4 & WP5)

External target groups

For the CEESEN

- Local stakeholders (suppliers, users, specialists, development organizations, investors, etc.)
- The scientific community in CEE and internationally
- Educational institutions in CEE and internationally
- Other experts: transport and modality experts, urban designers, service providers, infrastructure experts, ICT experts, etc.
- Local public institutions (municipalities, city halls, etc.) in CEE
- Policy makers at a regional, national and EU level
- The general public in participating local areas and throughout CEE
- Members of other networks and umbrella organizations at regional level (Covenant of Mayors, FEDERANE, ICLEI etc.)
- Specialized media – local and international (examples: journalists who work for a specific division of a media – environment, energy, EU politics; or media that specializes on these topics – magazines, online media, etc.)

For International Conferences

- Local stakeholders (active stakeholders, forerunners, development organizations, etc.)
- Local public institutions (municipalities, city halls, etc.) in CEE
- Members of other networks and umbrella organizations at regional level (Covenant of Mayors, FEDERANE, ICLEI etc.)
- Specialized media – local and international (examples: journalists who work for a specific division of a media – environment, energy, EU politics; or media that specializes on these topics – magazines, online media, etc.)

For Guidebooks

(Energy stakeholder/forerunner manual (WP2) & Evaluation Report and Replication Manual (WP5))

- Members of other networks and umbrella organizations at regional level (Covenant of Mayors, FEDERANE, ICLEI etc.)
- International organizations (EU Commission; European Development bodies, etc.)
- EU level organizations as well as local community energy stakeholders outside the project partners

Internal target groups

- All partner organizations of the PLANEL 2050 project

Blueprint table of target groups

Target audience	Desired response	Role for comms	Barriers	Reasons to engage	Channels
Forerunners	<p>THINK: CEESEN is a leading network that is supportive and is good to be part of as it can bring benefits</p> <p>FEEL: CEESEN activities are essentially helpful for my future agenda</p> <p>DO: Take part actively in the project activities (education, conferences, knowledge sharing platform) and spread the word about CEESEN</p>	<p>Maintain regular and effective communication with forerunners</p> <p>Provide “street credit” – a positive background amongst the forerunners</p>	<p>Risk of losing interest during the project period</p> <p>Forerunners think this is just “another” EU project, just wasting time and money</p>	<p>Forerunners will be the champions who make the change tangible</p> <p>Forerunners can inspire the local stakeholders and wider community about engaging energy transition</p>	<p>Face to face meetings</p> <p>Targeted media appearance</p> <p>CEESEN knowledge sharing platform and conferences</p> <p>Personal relationship management</p>
Stakeholders - allies	<p>THINK: CEESEN is a leading network and its outcomes are useful in my everyday work</p> <p>FEEL: CEESEN is gathering relevant communities so they can affect a wide scale of target audiences, therefore it is wise to engage with them</p> <p>DO: Participate in the knowledge sharing network (CEESEN platform and conferences)</p>	<p>Policy-Advocacy work with local and regional stakeholders</p> <p>Introduce forerunners as an example for other stakeholders</p>	<p>Stakeholders think this is just an “another” EU project, just wasting time and money</p> <p>There are existing platforms and groups, they don't understand why to participate in an another one</p>	<p>Stakeholders can bring positive attitude even from opposers and the change we want depend on them</p>	<p>CEESEN knowledge sharing platform and conferences</p> <p>Stakeholder coalitions</p> <p>Project publications (regional profiles, long term energy visions, energy roadmaps)</p> <p>Targeted media appearance</p>

					Face to face meetings
General public	<p>THINK: Energy sustainability is an important issue that stakeholders should care about</p> <p>FEEL: We can be responsible with expanding knowledge and be responsible consumers</p> <p>DO: Consume responsibly, form a conscious society</p>	Highlight local champions (forerunners) and involve the project results (the interesting parts) into general communication.	The project is very technical, hard to tell anything to general public.	Engaging the public gives visibility and power to CEESEN which is needed when we want to affect stakeholders	<p>Sharing project outcomes in a simple and digestible way</p> <p>Social media</p>
Stakeholders - opposers	<p>THINK: CEESEN is a powerful network that is popular</p> <p>FEEL: CEESEN can affect a wide scale of target audiences</p> <p>DO: Consider to cooperate with CEESEN</p>	Policy-Advocacy work with local and regional stakeholders	<p>Stakeholders do not recognize CEESEN</p> <p>Stakeholders try to persuade others not to join</p>	The change we want depend on the stakeholders	<p>CEESEN knowledge sharing platform and conferences</p> <p>Project publications (regional profiles, long term energy visions, energy roadmaps)</p> <p>Targeted media appearance</p> <p>Face to face meetings</p>
General public	<p>THINK: Energy sustainability is an important issue that stakeholders should care about</p> <p>FEEL: We can be responsible with expanding knowledge and be</p>	Highlight local champions (forerunners) and involve the project results (the interesting	The project is very technical, hard to tell anything to general public.	Engaging the public gives visibility and power to CEESEN which is needed when we want to	Sharing project outcomes in a simple and digestible way

	responsible consumers DO: Consume responsibly, form a conscious society	parts) into general communication.		affect stakeholders	Social media
Stakeholders - opposers	THINK: CEESEN is a powerful network that is popular FEEL: CEESEN can affect a wide scale of target audiences DO: Consider to cooperate with CEESEN	Policy-Advocacy work with local and regional stakeholders	Stakeholders do not recognize CEESEN Stakeholders try to persuade others not to join	The change we want depend on the stakeholders	CEESEN knowledge sharing platform and conferences Project publications (regional profiles, long term energy visions, energy roadmaps) Targeted media appearance Face to face meetings

Roles and responsibilities

Communications lead responsibilities

The project communications team is led by WP4 – WWF Bulgaria and WWF Hungary. The team is responsible for the following activities:

- Develop a Communications Strategy
- Develop guidelines for implementation of the Communication strategy
- Form a communications team
- Develop Guidelines for Communications work
- Develop a Visual Identity (Project website, logo, templates, etc.) for CEESEN
- Work on the project website and support the WP5 with inputs for the virtual platform
- Ensure regular update with news and project materials of the project website at least twice a year
- Draft press releases according to Communications Calendar and WP4 Guideline (work plan)
- Prepare social media posts and promotion according to Communications Calendar and WP4 Guideline (work plan)
- Support partners in the communication of all project events such as trainings, workshops, conferences
- Support designing and printing of project materials such as guidebooks and manuals in case of available budget
- Provide information and guidance to project partners regarding communication

Workflow



Communications team capacity

Each partner should nominate one staff member to be part of the communications team of the PNAEL 2050 project. For the successful implementation of communication and dissemination activities each partner organizations should provide the following tools and skills:

- Communication representative with knowledge of English language and some communications skills/experience
- Staff time dedicated to reviewing media on the topic; press-release communication and dissemination
- Staff time dedicated to work on each partner's website
- Local media list or media/PR agency to use for sending our press-releases

COMMUNICATION ACTIVITIES

Project coordination (WP1) - Communication objectives (1, 4&6)

Activities (only provided by WP4)

- Provide design templates for reports of the PANEL2050 project
- Support project partners and provide guidance on the preparation and communication of reports
- Social media and website posts
- Emails (newsletters) with project results to external target groups
- Communication with European Commission
- Communication with other networks operating on EU and CEE level
- Communication with potential members from non-EU countries
- Dissemination of the project outcomes
- Disseminating the PANEL2050 model in other communities.

CEESEN (WP4 & WP5) - Communication objectives (1,2,3,4,5&6)

Activities (only provided by WP4)

For the CEESEN

- Provide a visual identity for the CEESEN (logo, website design, etc.)
- Support WP5 in the development of the virtual platform
- Support project partners in the development of a landing page/sub-page on their websites about the PANLE2050
- Complete the descriptive parts of the project website with the support from all project partners
- Update the news section of the project website and support partners in sharing news on their websites
- Social media and website posts promoting the kick-off of the websites
- Personal invitations to stakeholders through email (newsletter), social media, in person, etc.
- Disseminate CEESEN to international audience

**All project partners will also send out emails (newsletters) at local level; personal invitations to stakeholders; share social media posts on their Facebook profiles and website posts on their local websites*

For International Conferences

- Provide a design template for the Conferences (invitation & programme)
- Identify the potential target groups and design the messages
- Contact the target groups and provide the information about the event
- Reach out to the international audience in CEE and EU level and create interest for participation
- Provide an example of a press-release for replication by partners on local level
- Local press releases
- Possibly international press releases (depending on the conference agenda and political level of the participants)
- Social media and website posts

Personal invitations to stakeholders through email (newsletter), social media, in person, etc.**All project partners will also send out press releases and emails (newsletters) at local level; personal invitations to stakeholders; share social media posts on their Facebook profiles and website posts on their local websites*

For Guidebooks

(Energy stakeholder/forerunner manual (WP2) & Evaluation Report and Replication Manual (WP5))

- Provide a design template for the Guidebooks
- Emails (newsletters) to external target groups
- Direct dissemination in person
- Social media and website posts

**All project partners will also send out emails (newsletters) at local level; share social media posts on their Facebook profiles and website posts on their local websites*

Forerunner Training Programme (WP2) - Communication objectives (1,2,4, 5&6)

Activities (only provided by WP4)

- Provide design templates for the trainings
- Support project partners and provide guidance on the preparation and communication of invitations
- Provide social media and website posts (international communication)
- Personal invitations to stakeholders through e-mail (newsletter), social media, in person, etc. (local level)

**All project partners will also send out personal invitations to stakeholders at local level*

Roadmaps 2050 (WP3) - Communication objectives (1,2,4, 5&6)

Activities (only provided by WP4)

For the Regional Energy Profiles

- Provide an example of a press-release for replication by partners on local level
- Social media and website posts
- Local press release
- Emails (newsletters) to external target groups

**All project partners will also send out press releases and emails (newsletters) at local level; share social media posts on their Facebook profiles and website posts on their local websites*

For the “Energy Efficiency Situation of Central and Eastern European Regions” (Synthesis report in English)

- Provide an example of a press-release for replication by partners on local level
- Possible international press release
- Social media and website posts
- Local press releases
- Emails (newsletters) to external target groups
- Disseminate shared visions to international audience

**All project partners will also send out press releases and emails (newsletters) at local level; share social media posts on their Facebook profiles and website posts on their local websites*

For the Long Term Energy Visions

- Provide a design template for the Energy Visions
- Provide an example of a press-release for replication by partners on local level
- Social media and website posts
- Local press releases
- Emails (newsletters) to external target groups
- Communicate shared visions to stakeholders
- Disseminate shared visions to international audience

**All project partners will also send out press releases and emails (newsletters) at local level; share social media posts on their Facebook profiles and website posts on their local websites*

For the “Local Roadmaps for 2050”

- Provide a design template for the Local Roadmaps 2050
- Provide an example of a press-release for replication by partners on local level
- Social media and website posts
- Local and international press releases
- Emails (newsletters) to external target groups
- Communicate shared visions to stakeholders
- Disseminate Roadmaps to international audience

**All project partners will also send out press releases and email (newsletters) at local level; share social media posts on their Facebook profiles and website posts on their local websites*

For Regional Action Plans

- Provide a design template for the Local Roadmaps 2050
- Social media and website posts
- Possible local press releases with provided template for replication by partners
- Emails (newsletters) to external target groups

**All project partners will also send out press releases and emails (newsletters) at local level; share social media posts on their Facebook profiles and website posts on their local websites*

COMMUNICATION TOOLS AND TACTICS

EXTERNAL COMMUNICATION

Visual identity

The project will develop only one visual identity under this project. The identity will be CEESEN and not PANEL 2050 for the following reasons:

- Using one name for the network and the work we do (project activities) will be less confusing for the audience
- Communication efforts are concentrated and efficient when they are promoting one brand
- The project will end, CEESEN will stay
- We are promoting our ideas and our work , not only the project

The visual identity of a project will be designed as one strong brand that will have the network as the main pillar for external communications activities. This supports its visibility across its target audiences. It helps the audience perceive the various materials published within a project as coming from one brand.

- logo
- website design
- Brand guide (a simple brand guide, how to place the logo on different documents, and how to place partners' logos, etc.)
- template design of the manuals, visions, roadmaps, replication manual and evaluation report (project materials)
- template for letters, PRs, email signatures, PowerPoint presentations

Website

The project website will serve mostly as an education, database/ information platform for partners, forerunners, and interested parties. It will provide information in an accessible way. The website should be simple, informative, understandable, layered (detailed information available after clicking). There will be a news tab, but the main page will not list news. The website's main language will be English and it will have 13 regional language versions, as agreed following the CEESEN platform survey (that is, separate

CEESEN landing pages do not need to be created individually by each partner on their own websites).

The website's home page should inspire and invite people to join the community of energy leaders (CEESEN).

All publicity rules of the Horizon 2020 Programme/EU will be followed.

CEESEN platform will offer for its members

- Identity management (introduce partner organisations/individuals)
- Content management (create unique content and provide existing content from other sources)
- Visualization (support CEESEN users with visual navigation tools)

CEESEN platform should consist of the following elements

- Newsfeed and calendar
- Partner profiles
- Training materials
- Development ideas for future projects and collaborations
- PANEL 2050 homepage

Structure

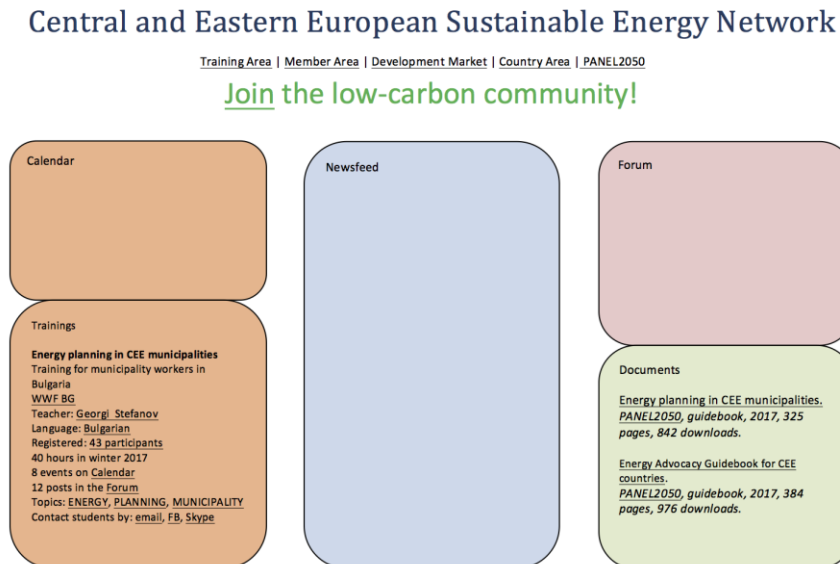
The project envisions the development of two sites together– an online platform to enable collaboration and communication of CEESEN members and a PANEL project website to provide a summary of the project and to serve as a repository for public documents produced.

The platform web page is located under: **ceesen.org**. Aliases include: ceesen.eu, ceesen.info, ceesen.net. All will redirect to ceesen.org.

The project (PANEL2050) subpage is located under: **ceesen.org/panel2050**. This subpage has also unique addresses: panel2050.eu, panel2050.eu, panel2050.info, panel2050.net, panel2050.com and panel2050.org. All these will be redirected to the subpage under ceesen.org.

This will allow the project to have a coherent, easy-to-find website where all related landing pages will be placed. It will serve as a project website but with a strong brand identity incorporated as The CEESEN Network.

This is the suggested structure of the main page of ceesen.org:



PANEL2050 home (landing) sub-page

A beautiful photo (e.g., wind power station), with the headline:

BECOME THE PART OF LOW-CARBON COMMUNITY IN CENTRAL AND EASTERN EUROPE!

And a button „Join today”, as well as a button “Login” for current members

Clicking “Join today” will lead to a page describing who we are, what CEESEN is and how we imagine the future forerunners (who should join), as well as how they would benefit from joining. (A paragraph or two at the most).

Joining would give forerunners access to the platform for discussion managed by **WP5**. **CEESEN members will also have access to documents in progress that we will invite external input on, project application calls, etc. (to be further discussed). The communication language on the platform will happen in English, and partner’s website landings will be available for local language communications.**

The training materials, visions, roadmaps would be public and downloadable without a password. The website should also include relevant EU energy legislation and other background documents (Energy Roadmap 2050, etc.), as well as a map of the current partners by country (to later become forerunners) so people can network.

Merging the PANEL2050 website and the CEESEN network. Why is it necessary?

Simplifying communications:

It is challenging to manage a communications channel nowadays and generate traffic through it. As the „noise” in media is massive, it is getting to be more and more challenging even to grab attention, not to mention to keep audience and gain regular visitors. It is advised to focus on fewer channels but manage them properly and generate all the traffic that an issue can within these few channels. Otherwise we can easily loose target groups. Therefore, to focus on a single channel and diversify the content is a smart tactic to gain visitors. Once a channel is properly established and traffic is gathered there, it is easier to reach out to the target audience than to convert them to visit another channel.

In order to attract as many CEESEN members as possible, it is best to simplify communications. This means having less communication channels in order to have a single go-to place for people who want to join CEESEN. This will make promotion easier: We will have one link to promote both the project and CEESEN. This is very helpful for the Facebook promotion of CEESEN since people spend up to 20-30 seconds maximum on each post. Having two links in one post (webpage to describe the CEESEN context/vision and CEESEN platform to ask them to actually join) is very likely to reduce the number of people who click on the CEESEN link and join the network.

Communicating our goals and work, not our project:

Since the main idea of the PANEL2050 project is to train and/or create future energy leaders and use CEESEN as their networking tool beyond the project, it makes sense to unite them. We need to always communicate the energy context/results/outcomes, not the project, since we work for an ideal: the green, sustainable energy of CEE. Having a separate project website will take attention away from the goal by focusing people on the tool (the project). Naturally there will be space for summarizing the project and its activities as required by the programme. But it can be a different menu, with even a different landing page.

Making sure the platform is alive after the project's end:

A project website is not likely to attract any visitors once the project is over because it will not produce any content. The action will be taking place on the CEESEN platform, which will keep growing. We need to unite both in order to keep the PANEL2050 mission alive after PANEL2050 is over. This is the goal of the project as well.

Keeping all content in one place:

Last but not least, uniting CEESEN and the PANEL2050 website will help keep all project content in one place. If we separate them, all PANEL2050 documents (visions, roadmaps, action plans) will be stored elsewhere on a site that is most likely never visited again. This is the goal of the project as well.

How shall it be done?

Each partner will develop a landing page (not necessary if the English website has 13 language versions, but it is like this according to the project plan) that is dedicated to promoting CEESEN and inviting people to join. They will invite stakeholders to go to that website in order to join CEESEN using all of their communication channels: Facebook posts/promotion, LinkedIn messages, newsletters, other e-mail and personal communications.

What is a landing page?

A landing page is a standalone web page distinct from your main website that has been designed for a single, focused objective. The idea is to have all CEESEN-related content in one place and not distract visitors to the PANEL2050 partner websites, which perhaps have many menus and icons that would lead them away from clicking on the JOIN button.

Landing page example: the website of the WWF European Policy Office (WWF EPO) is <http://www.wwf.eu> and its main photo features the ongoing campaign to “Turn up the volume of nature” and save EU nature directives (as well as other leading stories that rotate):



The landing page for the “Turn up the volume of nature” campaign website is <http://www.wwf.eu/natureup> and it leads directly to the webpage inviting EU citizens to

make their own nature song using a simple online tool and send it to the EC, thus “turning up the volume of nature”:



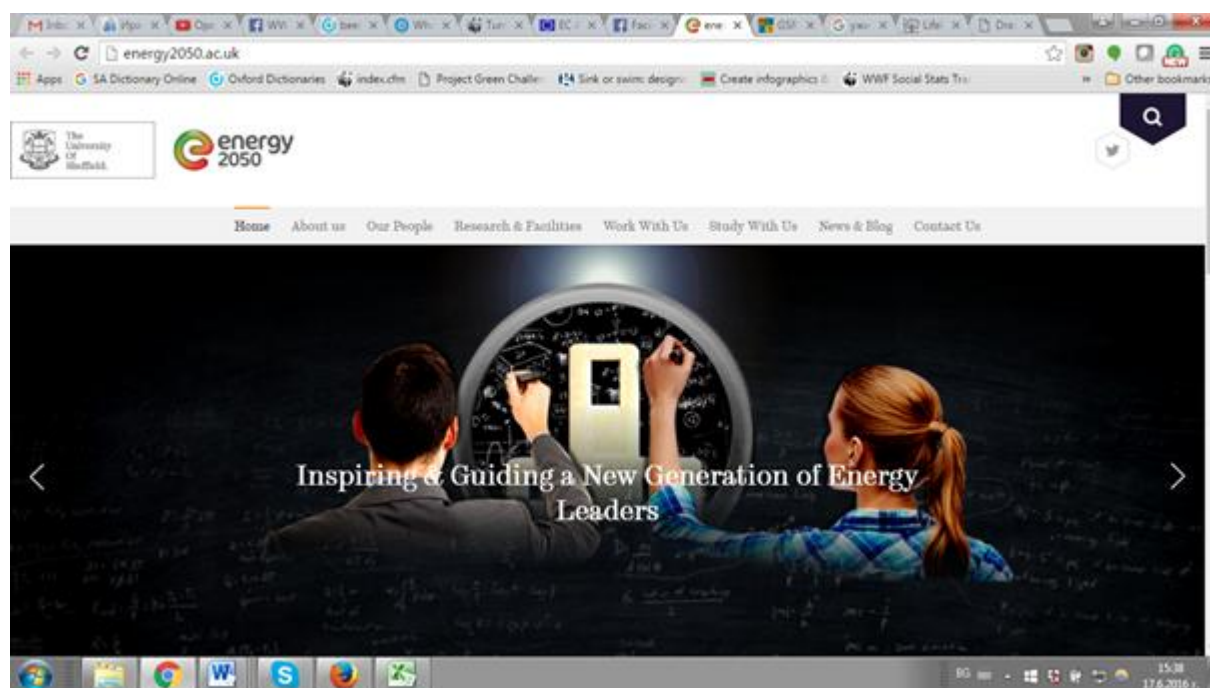
CEESEN landing page

It will have a beautiful photo taking up most of the screen, a title sentence/action prompt: “Join the low-carbon community in CEE!”, a few sentences about what CEESEN is, a JOIN TODAY button and any other minimal elements to boost participation, like buttons loading ready messages for sharing on Facebook, Twitter and Google+ and a mail icon to e-mail us directly. Another visible login button will provide members access to the platform.

Clicking through a list of main landing page photos could take us through the different ideas behind CEESEN: uniting future CEESEN energy leaders, providing training, developing energy action plans, etc.—a shortcut to our “About us” menu.

There could be a counter listing the current number of CEESEN members, just as on the picture above listing that 20,934 people have already turned up the volume of nature.

This is another example from the energy field: <http://energy2050.ac.uk>



The structure of the platform should be as follows:

Landing page

- |
- + News – a co-created space for updates and stories used by all members
- |
- + Trainings - information about training sessions
- |
- + Projects – a platform for initiating collaboration on different projects
- |
- + Members – 1) a map visualizing Europe and all registered members on the platform; 2) a list of all members
- |
- + Documents - to contain papers on the energy topic, as well as CEESEN visions, roadmaps, energy plans, training materials, etc.; 3) links to the partner webpages/landing pages (to also be included in the section “Members”)
- |
- + PANEL2050 – 1) general information/ bios of the 13 partners and their expertise – the people behind CEESEN; 2) a description of the PANEL2050 project – the CEESEN tool funded by HORIZON2020;

Website examples (included as an example of the visual simplicity we seek)

<http://energy2050.ac.uk/>

<http://hu.lifeinfoforests.eu/>

<http://www.olddrava.com/>

<http://vision2050sewis.org/Vision2050>

<http://www.energynetworks.org/gas/futures/2050-pathways-for-domestic-heat.html>

Facebook: general social media posts and promotion of CEESEN

Facebook is the most popular social media channel in the project partner countries. Nowadays for B2C (business to consumer) communications it is common to have active communication on Facebook and use it as a promotion tool. However, a specific Facebook account itself does not generate any traffic. It is very challenging to attract people to be followers of a Facebook group. Every day posts, even twice or three times a day are needed just to keep attention, and if followers do not visit the group regularly, Facebook rules automatically the group to be invisible for an uncertain period. So it is hard to get traffic and easy to lose, even with regular efforts and giving a reason for people to visit the group.

If the target audience is the public, then it might be something to consider despite the difficulties. But if the target audience is more specific and not the average Facebook consumers (14-30 years old), then the specific group can be useless to capture the aimed target audience as well.

A website can be promoted on Facebook without having a specific group.

WP4 suggests that there is no specific Facebook page for CEESEN although 7 out of 12 PANEL2050 members mentioned the need for one in the CEESEN platform survey. The reason is that it takes a long time and plenty of effort to build followers on a separate Facebook page, just as mentioned above, while partners' existing Facebook pages already have followers interested in green energy, which will make CEESEN promotion easier and more efficient. Facebook promotion is a very useful tool and can happen through the existing regional Facebook page of WWF-Central and Eastern Europe in English, as well as through the existing Facebook pages of other partners.

Besides inviting stakeholders to join CEESEN, the promotion would advertise the trainings and conferences and share energy and project-related news.

Additional documents: Guideline for implementation; List of all Facebook profiles of the project partners; Guidelines for using Facebook

Information and project materials

All the outcomes of the project will be published electronically under the public domain and make these available for next 10 years. Selected outcomes will be published on

paper. All the publications will be released under Attribution-Share Alike 4.0 International (CC BY-SA 4.0) licence <https://creativecommons.org/licenses/by-sa/4.0/>

Forerunner Training Programme:

Energy Advocacy Training Curriculum

Developed by WP2 and translated in 13 languages. It will be used for trainings within the PANEL2050 project by trainers and participants in workshops.

Energy Advocacy Guidebook

Developed by WP2 and translated in 13 languages. It will be used for trainings within the PANEL2050 project by trainers and participants in workshops.

Roadmaps 2050:

Regional Energy Profiles

Developed by WP3 and distributed locally by each partner.

“Energy Efficiency Situation of Central and Eastern European Regions” (Synthesis report in English)

Developed by WP3 and communicated locally. An example of press release for local media will be provided by WP4 to be adapted by partners.

Long Term Energy Visions

Developed by WP3 and communicated locally. An example of press release for local media will be provided by WP4 to be adapted by partners.

For the “Local Roadmaps for 2050”

Developed by stakeholder based work groups for policy development with the support from project partners. Communication on the Roadmaps will be done towards all target groups both locally and internationally. Press releases will be provided by WP4 to be sent directly to regional media and to be adapted by partners for local media.

For Regional Action Plans

Developed by stakeholders working groups under WP3's guidance and communicated locally. An example of press release for local media will be provided by WP4 to be adapted by partners.

CEESEN:

Guidebooks

Energy stakeholder/forerunner manual (WP2) & Evaluation Report and Replication Manual (WP5)

All printing and distribution costs will be covered by WP4. WP4 will also be responsible for the international dissemination of the materials, while each partner will coordinate local dissemination activities. An example of press release for local media will be provided by WP4 to be adapted by partners.

Information materials

- **Infographics** (e.g., of the country energy profiles showing the current energy situations – for the training sessions, the media, and as local stakeholder engagement as part of building the stakeholder network) can be good tools to simplify the messages and grab attention. If we decided to have infographics, a separate budget is needed for that.
- 1-5 standing **banners** promoting the platform (used during events and trainings) could be designed. Again specific budget is needed for design. For distribution, the communication channels of the partners can be used or other external partners if they display it for free.

Mailchimp (optional)

Since the PANEL 2050 project will be disseminating a lot of important project materials to partners and stakeholders outside the project, Mailchimp is a useful online tool for creating and sending newsletters, or other information to forerunners such as invitations for trainings. A common account will be created for the CEESN and access will be given to partners that have expressed interest in using it.

Mailchimp can also be used to send out emails to a specific target group, such as “local stakeholders”, local media, local decision makers, etc. Each partner can establish its own account and use it to manage its mail lists. This may be very useful when project materials need to be disseminated locally.

MEDIA and PR

A list of actions that will be followed when working with the media and other information sites:

- Build up a media list by each partner

- Regular update of media lists by each partner
- Build relationship and regularly send information about the project to the Programme office and its information channels (example: Horizon magazine; Cordis website)
- Keep in touch with specialized journalists
- Follow the media environment locally and internationally
- Participate in events organized by other organizations in order to use the opportunity to make new contacts or build up on existing ones
- Write PRs at appropriate information occasion
- Develop a press book with basic information (project resume; achieved results; contacts) about the project to be used during events where media is invited (example: conferences)
- Conduct regular media monitoring regarding the specific case: PR, event, etc. and keep track of that information

Press releases (PR) will be sent to specialized media at appropriate communication opportunities. First priority PRs will be sent when accomplishing project outcomes defined in the table below. Additional PRs will be sent according to the communication plan and interesting occasions media-wise such as international dates celebrating sustainability or energy and technology.

Additional documents: Guideline for implementation; Building a media contact list: a manual; Writing and issuing a press release; Communication plan

CALENDAR 2016-2017

YEAR 2016						
ACTIVITY to communicate	COMMUNICATION OBJECTIVE	WP/ PARTNER INPUT	AUDIENCE	COMMUNICATION ACTIVITY/ EVENT	COMMUNICATION CHANNEL	DEADLINE
AUG - SEPT 2016: Kick-off of project website	CEESEN Network is perceived as a leading actor in the energy field (Objective 1,2,3)	WP4: Visual identity and menu structure for the website (used also for promotion); texts and news; All Partners' input: assistance on building the content of the website: documents, descriptive text of the energy context of CEE	Specialists in the area of green energy and energy efficiency, specialized media, the general public	Social media and website posts; personal invitations to stakeholders through e-mail, social media, in person, etc.	WWF newsletters and internal mailing lists, English- and local-language digital platforms on energy, English- and local-language Facebook promotion, PANEL2050 partner websites and social media pages, personal e-mails and messages, etc.	Personal promotion through e-mail, etc. : 2 weeks ahead of the event; Social media promotion: 2 weeks ahead of the event;

AUG - SEPT 2016: Kick-off of CEESEN platform	CEESEN Network is perceived as a leading actor in the energy field (Objective 1,2,3)	WP5: Platform materials and tutorial; information about log-in and membership advantages (for Facebook promotion)	Specialists in the area of green energy and energy efficiency, specialized media	Social media and website posts; personal invitations to stakeholders through e-mail, social media, in person, etc.	WWF newsletters and internal mailing lists, English- and local-language digital platforms on energy, English- and local-language Facebook promotion, PANEL2050 partner websites and social media pages, personal e-mails and messages, etc.	Personal promotion through e-mail, etc. : 2 weeks ahead of the event; Social media promotion: 2 weeks ahead of the event;
YEAR 2017						
ACTIVITY to communicate	COMMUNICATION OBJECTIVE	WP/ PARTNER INPUT	AUDIENCE	COMMUNICATION ACTIVITY/ EVENT	COMMUNICATION CHANNEL	DEADLINE

MARCH -- NOV. 2017: Regional training in energy advocacy	CEESEN Network is perceived as a leading actor in the energy field (Objective 1,2,3) Project activities are supported by communication and dissemination activities (Objectives 3,4,5)	WP2:Training curriculum, target audience (for social media marketing), expected training outcomes, long- term policy purpose/ambition/vi sion of the training	Specialists in the area of green energy and energy efficiency, specialized media	Social media and website posts; personal invitations to stakeholders through e-mail, social media, in person, etc.	WWF newsletters and internal mailing lists, English- and local-language digital platforms on energy, English- and local- language Facebook promotion, CEESEN platform and website, PANEL2050 partner websites and social media pages, personal e- mails and messages, etc.	Personal promotion through e-mail, etc. : 3 months ahead of the event; Social media promotion: a month ahead of the event;
APRIL 2017: Guidebook on energy efficiency advocacy in 13 languages	CEESEN Network is perceived as a leading actor in the energy field (Objective 1,2,3) Project activities are supported by communication and dissemination activities (Objectives 3,4,5)	WP2:Guidebook in 13 languagesWP4: Copy-editing, design, layout, printing and dissemination costs	Specialists in the area of green energy and energy efficiency, specialized media	direct dissemination in person and by e- mail; social media and website posts;	WWF newsletters and internal mailing lists, English- and local-language digital platforms on energy, English- and local- language Facebook promotion, CEESEN platform and website, PANEL2050 partner websites and social media pages, personal e- mails and messages, etc.	April 2017 (dissemination will start as soon as the document is ready)

JUNE -- AUG. 2017: First workshop on international advocacy	CEESEN Network is perceived as a leading actor in the energy field (Objective 1,2,3) Project activities are supported by communication and dissemination activities (Objectives 3,4,5)	WP2: Training curriculum, target audience (for social media marketing), expected training outcomes, long-term policy purpose/ambition/vision of the training	Specialists in the area of green energy and energy efficiency, specialized media	Social media and website posts; personal invitations to stakeholders through e-mail, social media, in person, etc.	WWF newsletters and internal mailing lists, English- and local-language digital platforms on energy, English- and local-language Facebook promotion, CEESEN platform and website, PANEL2050 partner websites and social media pages, personal e-mails and messages, etc.	Personal promotion through e-mail, etc. : 3 months ahead of the event; Social media promotion: a month ahead of the event;
31 AUGUST 2017: 10 regional energy profiles in local languages (approximately 20 pages) (Could communicate around 16 September: International Day for the Preservation of the Ozone Layer)	CEESEN Network is perceived as a leading actor in the energy field (Objective 1,2,3) Project activities are supported by communication and dissemination activities (Objectives 3,4,5)	WP3: preview of the content a month in advance and the ready material at least a week before its launch; WP4: guidance on local press releases and media work	Specialists in the area of green energy and energy efficiency, specialized media; wider audiences - locally	Local press releases; social media and website posts;	Local media, local-language digital platforms on energy, local-language Facebook promotion, PANEL2050 partner websites and social media pages, personal e-mails and messages, etc.	A preview of the content a month in advance and the ready material at least a week before its launch

SEPT 2017: Dissemination Conference	CEESEN Network is perceived as a leading actor in the energy field (Objective 1,2,3) Project activities are supported by communication and dissemination activities (Objectives 3,4,5)	All partners engage in planning 6 months before the conference; WP5: preview of the content 3 months in advance and ready material 1 month in advance; WP4:guidance on local press releases and media work	Specialists in the area of green energy and energy efficiency, specialized media; wider audiences - internationally	International press releases; Social media and website posts; personal invitations to stakeholders through e-mail, social media, in person, etc.	WWF newsletters and internal mailing lists, English- and local-language digital platforms on energy, English- and local-language Facebook promotion, CEESEN platform and website, PANEL2050 partner websites and social media pages, personal e-mails and messages, etc.	Personal promotion through e-mail, etc. : 3 months ahead of the event; Media and Social media promotion: a month ahead of the event;
DECEMBER 2017 -- FEBRUARY 2018: Forerunners boot camp	CEESEN Network is perceived as a leading actor in the energy field (Objective 1,2,3) Project activities are supported by communication and dissemination activities (Objectives 3,4,5)	WP2:Training curriculum, target audience (for social media marketing), expected training outcomes, long-term policy purpose/ambition/vision of the training	Specialists in the area of green energy and energy efficiency, specialized media; wider audiences - locally	Social media and website posts; personal invitations to stakeholders through e-mail, social media, in person, etc.	WWF newsletters and internal mailing lists, English- and local-language digital platforms on energy, English- and local-language Facebook promotion, CEESEN platform and website, PANEL2050 partner websites and social media pages, personal e-mails and messages, etc.	Personal promotion through e-mail, etc. : 3 months ahead of the event; Social media promotion: a month ahead of the event;

CALENDAR 2018-2019

YEAR 2018						
ACTIVITY to communicate	COMMUNICATION OBJECTIVE	WP/ PARTNER INPUT	AUDIENCE	COMMUNICATION ACTIVITY/ EVENT	COMMUNICATION CHANNEL	DEADLINE
MARCH -- MAY 2018: Second workshop on international advocacy	CEESEN Network is perceived as a leading actor in the energy field (Objective 1,2,3) Project activities are supported by communication and dissemination activities (Objectives 3,4,5)	WP2:Training curriculum, target audience (for social media marketing), expected training outcomes, long-term policy purpose/ambition/vision of the training	Specialists in the area of green energy and energy efficiency, specialized media	Social media and website posts; personal invitations to stakeholders through e-mail, social media, in person, etc.	WWF newsletters and internal mailing lists, English- and local-language digital platforms on energy, English- and local-language Facebook promotion, CEESEN platform and website, PANEL2050 partner websites and social media pages, personal e-mails and messages, etc.	Personal promotion through e-mail, etc. : 3 months ahead of the event; Social media promotion: a month ahead of the event;

MAY 2018: 10 regional visions for sustainable energy future printed in local languages (approximately 20 pages)	CEESEN Network is perceived as a leading actor in the energy field (Objective 1,2,3) Project activities are supported by communication and dissemination activities (Objectives 3,4,5)	WP3: preview of the content a month in advance and the ready material at least a week before its launch; WP4: guidance on local press releases and media work	Specialists in the area of green energy and energy efficiency, specialized media; wider audiences - locally	Local press releases; social media and website posts;	Local media, local- language digital platforms on energy, local- language Facebook promotion, PANEL2050 partner websites and social media pages, personal e-mails and messages, etc.	A preview of the content a month in advance and the ready material at least a week before its launch
JUNE 2018: English synthesis report of the visions for a sustainable CEE energy future as a .pdf file	CEESEN Network is perceived as a leading actor in the energy field (Objective 1,2,3) Project activities are supported by communication and dissemination activities (Objectives 3,4,5)	WP3: preview of the content a month in advance and the ready material at least a week before its launch; WP4: guidance on local press releases and media work	Specialists in the area of green energy and energy efficiency, specialized media; wider audiences - internationally and locally	Possible international press release; social media and website posts;	International and local media, WWF newsletters and internal mailing lists, English- and local- language digital platforms on energy, English- and local- language Facebook promotion, CEESEN platform and website, PANEL2050 partner websites and social media pages, personal e-mails and messages, etc.	A preview of the content a month in advance and the ready material at least a week before its launch

<p>AUGUST 2018: 10 Roadmaps for the 2050 CEE energy future based on the national targets for 2050, as well as 2030, the vision of local stakeholders and the latest available expertise on energy technologies. To be printed in local languages (approximately 20 pages). (Could communicate around 16 September: International Day for the Preservation of the Ozone Layer)</p>	<p>CEESEN Network is perceived as a leading actor in the energy field</p> <p>(Objective 1,2,3) Project activities are supported by communication and dissemination activities (Objectives 3,4,5)</p>	<p>WP3: preview of the content a month in advance and the ready material at least a week before its launch; WP4: guidance on local press releases and media work</p>	<p>Specialists in the area of green energy and energy efficiency, specialized media; wider audiences - locally</p>	<p>Local and international press releases; social media and website posts;</p>	<p>International and local media, local-language digital platforms on energy, local-language Facebook promotion, PANEL2050 partner websites and social media pages, personal e-mails and messages, etc.</p>	<p>A preview of the content a month in advance and the ready material at least a week before its launch</p>
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<p>AUGUST 2018: 100? regional action plans to lay out the next steps for stakeholder organizations, inspired by the 2050 CEE local roadmaps to be printed in local languages (approximately 10 pages)</p>	<p>CEESEN Network is perceived as a leading actor in the energy field</p> <p>(Objective 1,2,3) Project activities are supported by communication and dissemination activities (Objectives 3,4,5)</p>	<p>WP3: preview of the content a month in advance and the ready material at least a week before its launch; WP4: guidance on local press releases and media work</p>	<p>Specialists in the area of green energy and energy efficiency, specialized media; wider audiences - locally</p>	<p>possible local press releases; social media and website posts;</p>	<p>Local media, local-language digital platforms on energy, local-language Facebook promotion, PANEL2050 partner websites and social media pages, personal e-mails and messages, etc.</p>	<p>A preview of the content a month in advance and the ready material at least a week before its launch</p>
<p>SEPTEMBER 2018: English synthesis report of the roadmaps for the 2050 CEE energy future as a .pdf file</p>	<p>CEESEN Network is perceived as a leading actor in the energy field</p> <p>(Objective 1,2,3) Project activities are supported by communication and dissemination activities (Objectives 3,4,5)</p>	<p>WP3: preview of the content a month in advance and the ready material at least a week before its launch; WP4: guidance on local press releases and media work</p>	<p>Specialists in the area of green energy and energy efficiency, specialized media; wider audiences - internationally and locally</p>	<p>Possible international press release; social media and website posts;</p>	<p>International and local media, WWF newsletters and internal mailing lists, English- and local-language digital platforms on energy, English- and local-language Facebook promotion, CEESEN platform and website, PANEL2050 partner websites and social media pages, personal e-mails and messages, etc.</p>	<p>A preview of the content a month in advance and the ready material at least a week before its launch</p>

SEPTEMBER 2018 -- FEBRUARY 2019: Second CEESEN conference	<p>CEESEN Network is perceived as a leading actor in the energy field</p> <p>(Objective 1,2,3) Project activities are supported by communication and dissemination activities (Objectives 3,4,5)</p>	WP4:Global and CEE energy context; WP5:Conference programme, names of confirmed participants that are important politically (i.e., UN climate and energy scientists)	Specialists in the area of green energy and energy efficiency, specialized media	Local and possibly international press releases (depending on the conference agenda and political level of the participants); social media and website posts; personal invitations to stakeholders through e-mail, social media, in person, etc.	International and local media, WWF newsletters and internal mailing lists, English- and local-language digital platforms on energy, English- and local-language Facebook promotion, CEESEN platform and website, PANEL2050 partner websites and social media pages, personal e-mails and messages, etc.	Personal promotion through e-mail, etc. : 6 to 3 months ahead of the event; Social media promotion: a month ahead of the event; PRs -- a week ahead for the event
YEAR 2019						
ACTIVITY to communicate	COMMUNICATION OBJECTIVE	WP/ PARTNER INPUT	AUDIENCE	COMMUNICATIO N ACTIVITY/ EVENT	COMMUNICATION CHANNEL	DEADLINE

JANUARY 2019: Energy Efficiency Forerunner Model Evaluation Report in English	CEESEN Network is perceived as a leading actor in the energy field (Objective 1,2,3) Project activities are supported by communication and dissemination activities (Objectives 3,4,5)	WP5: preview of the content a month in advance and the ready material at least a week before its launch; WP4:guidance on local press releases and media work	Specialists in the area of green energy and energy efficiency, specialized media	Local press releases; social media and website posts;	Local media, local- language digital platforms on energy, local- language Facebook promotion, PANEL2050 partner websites and social media pages, personal e-mails and messages, etc.	A preview of the content a month in advance and the ready material at least a week before its launch
FEBRUARY 2019: Energy Efficiency Forerunner Model Replication Guidelines in English	CEESEN Network is perceived as a leading actor in the energy field (Objective 1,2,3) Project activities are supported by communication and dissemination activities (Objectives 3,4,5)	WP5: preview of the content a month in advance and the ready material at least a week before its launch; WP4:guidance on local press releases and media work	Specialists in the area of green energy and energy efficiency, specialized media	Local press releases; social media and website posts;	Local media, local- language digital platforms on energy, local- language Facebook promotion, PANEL2050 partner websites and social media pages, personal e-mails and messages, etc.	A preview of the content a month in advance and the ready material at least a week before its launch

Examples of international dates related to climate and energy (to be expanded further with partner input):

- 23 February: World Meteorological Day
- End of March: Earth Hour
- 22 April: Earth Day
- 5 June: World Environment Day
- 16 September: International Day for the Preservation of the Ozone Layer (UN-organized)
- 10 October: International day for Disaster Reduction
- 16 October: World Food Day (UN-organized)

Additional documents: Communication Plan; Action Plan 2016-2017

INTERNAL COMMUNICATION

CEESEN platform (member login area) – all members

The platform login area will be the networking platform for CEESEN members who want to engage in informal dialogue. This will be an opportunity for them to share reports, know-how, project proposal calls, and interesting news, discuss ongoing work with CEESEN, etc. The group would be the local policy sandbox, a citizen participation forum, an opportunity to engage stakeholders informally, a platform for dialogue in local languages and on local projects.

Facebook closed group (or LinkedIn) – only for project partners

In addition to the CEESEN platform, the project members and future forerunners (registered members of CEESEN platform) will have access to a Facebook closed group that will serve as an additional channel for communication and sharing of information. Sometimes informal channels such as the social media prove faster and easier to use in specific cases.

Additional documents: Facebook posts and promotion guide

Mailing list (google group) and Google Drive – only for project partners

These two channels of communication will be used strictly for work-related communication – emails and co-working on variety of files.

Documents to be developed further

- Guidance on setting up landing pages on each national organisations' website
- Expanded list of international dates dedicated to green energy that could be used as communication opportunities (to plan events and press releases around them and maximize communication results), dates when important energy documents will be finalised (documents that say something about the energy future). **This document needs partner input to identify more sector specific dates on local and international level.**
- Guidance on using Facebook page and promotion to serve the objectives of the project

EVALUATION

The Communication plan is a strategic document that should reflect the state of the project and its partners and the environment that it is taking place – locally and internationally. Therefore, the plan will be reviewed and revised at the beginning of each project year. A revised Communication plan will begin with a short evaluation of the implementation of the previous one.

Objective criteria and evaluation

Objective 1	EVALUATION				
	Specific actions/outcomes	Indicators	Guidance for Achievement	Input needed	Time frame
Create a recognizable brand of the CEESEN by the end of 2016	Established brand tools: visual identity; project website and platform; Facebook promotion	Finalized: <ul style="list-style-type: none"> • 1 logo • 1 website design • 1 brand guide (if needed) • 1 template design of the manuals, visions, roadmaps, replication manual and evaluation report (project materials) • 1 template for letters, PRs, email signatures, PowerPoint presentations • Functioning 1 website and 1 platform with 10 localizations; • Active Facebook promotion on partners' profiles (10-20 promotions on WWF CEE Facebook page/year depending on communication opportunities) 	Guidelines on the use of branding materials; Guidelines on Facebook posts and promotion; Guideline on the use of the CEESEN platform	<ul style="list-style-type: none"> • WP4 coordination of communication activities • WP5 coordination of establishing CEESEN platform • Participation in regular communication meetings (one/2 months) • Descriptive information about the energy sector for the website and Facebook sent to WP4 • Concrete information on future project outputs 	AUG-SEPT 2016: Visual identity finalized; AUG-SEPT 2016: Website and platform online; Year-round: Facebook promotion

Objective 2	EVALUATION				
	Specific actions/outcomes	Indicators	Guidance for Achievement	Input needed	Time frame
CEESEN is well-known among key audiences by end of 2019	Visual identity and website embraced by all partners and members; Logo and name of CEESEN recognized by key audiences	<ul style="list-style-type: none"> • Built awareness of above 20% (prompted) of targeted audience • Inform up to 112 000 stakeholders in CEE and engage up to 1 600 • 4 Mailchim newsletters per year sent to targeted audience (optional) • 5 PRs related to project outputs and 4 PRs with news related to energy issues per project year (WP4 only) • Active Facebook promotion on partners' profiles (10-20 promotions on WWF CEE Facebook page/year depending on communication opportunities) <p>Visual identity used by all partners regularly:</p> <ul style="list-style-type: none"> • logo • website design • template design of the manuals, visions, roadmaps, replication manual and evaluation report (project materials) • template for letters, PRs, email signatures, PowerPoint presentations • Functioning website and platform with 10 localizations 	<p>Guideline on writing a press-release; Guideline on building a press list; Guideline on the use of brand materials; Guidelines on Facebook posts and promotion; Guideline on the use of the CEESEN platform;</p> <p>Online survey sent to selected key audiences (key audiences identified by partners)</p>	<ul style="list-style-type: none"> • WP4 coordination of communication activities • WP5 coordination of establishing CEESEN platform; • Participation in regular project team and in communications meetings; • Visual identity and website used parallel by all partners; • Partners to provide rough drafts for PRs to WP4 	<p>AUG-SEPT 2016: Visual identity finalized; AUG-SEPT 2016: Website and platform online; Year-round: Facebook promotion; PRs sent according to calendar</p>

Objective 3	EVALUATION				
	Specific actions/outcomes	Indicators	Guidance for Achievement	Input needed	Time frame
CEESEN is used regularly and found to be useful by key audiences by end of 2019	Established CEESEN platform with registered users engaged in discussions	<ul style="list-style-type: none"> • Functioning 1 website and 1 platform with 10 localizations; • 1500 individual and 100 institutional registered users on the platform • Active Facebook promotion on partners' profiles (10-20 promotions on WWF CEE Facebook page/year depending on communication opportunities) • Promotion of platform during each event with standing banners • 4 Mailchimp newsletters sent to targeted audience (optional) 	<p>WP4 coordination of communication activities; WP5 coordination of building the platform; Guideline on the use of the CEESEN platform;</p> <p>Online survey completed by CEESEN members selected by project partners</p>	<ul style="list-style-type: none"> • WP4 coordination of communication activities • WP5 coordination of establishing CEESEN platform; • Participation in regular project team and in communications meetings • Descriptive information about the energy sector for the website and Facebook sent to WP4 	<p>AUG-SEPT 2016: Website and platform online;</p> <p>Year-round: Facebook promotion; 2017: Banners produced before first event</p>

Objective 4	EVALUATION				
	Specific actions/outcomes	Indicators	Guidance for Achievement	Input needed	Time frame
Support project partners and provide guidance in the communications activities regarding key project outputs and activities	Communications team for the project formed (representative from each partner); All project documents and events are communicated as planned	<ul style="list-style-type: none"> • Project's activities calendar for communication and dissemination is followed • Provide support to partners when developing invitations, events' programmes, etc. • Updated website with news and project documents with provided designed templates • Active Facebook promotion on partners' profiles (10-20 promotions on WWF CEE Facebook page/year depending on communication opportunities) • 5 PRs related to project outputs and 4 PRs with news related to energy issues per project year (WP4 only) 	<p>Guideline on writing a press-release; Guideline on building a press list; Guideline on the use of brand materials; Guidelines on Facebook posts and promotion; Guideline on the use of the CEESEN platform;</p> <p>Feedback from partners</p>	<ul style="list-style-type: none"> • WP4 coordination of communication activities • Other WPs coordinate their activities and provide material for press releases, news, products, etc. • Participation in regular communication meetings (one/2 months) 	Time frame according to activities calendar of the project (above: section CALENDAR)

Objective 5	EVALUATION				
	Specific actions/outcomes	Indicators	Guidance for Achievement	Input needed	Time frame
Implement local communication efforts to key target audiences regarding project activities	Communications team for the project formed (representative from each partner);	<ul style="list-style-type: none"> • Project's activities calendar for communication and dissemination activities on local level is followed • Provide support to partners when developing invitations, events' programmes, etc. • Updated website with news and project documents with provided designed templates • Active Facebook promotion on partners' profiles (10-20 promotions on WWF CEE Facebook page/year depending on communication opportunities) • 5 PRs related to project outputs and 4 PRs with news related to energy issues per project year (WP4 only) 	<p>Guideline on writing a press-release; Guideline on building a press list; Guideline on the use of brand materials; Guidelines on Facebook posts and promotion; Guideline on the use of the CEESEN platform;</p> <p>Feedback from partners</p>	<ul style="list-style-type: none"> • WP4 coordination of communication activities • WP5 coordination of establishing CEESEN platform; • Participation in regular project team and in communications meetings • Descriptive information about the energy sector for the website and Facebook sent to WP4 	Time frame according to activities calendar of the project (above: section CALENDAR)

Objective 6	EVALUATION				
	Specific actions/outcomes	Indicators	Guidance for Achievement	Input needed	Time frame
Implement specialized dissemination efforts to key target audiences at the international level for key project output	Communications team for the project formed (representative from each partner);	<ul style="list-style-type: none"> • Project's activities calendar for communication and dissemination activities on international level is followed • Provide support to partners when developing invitations, events' programmes, etc. • Updated website with news and project documents with provided designed templates • Active Facebook promotion on partners' profiles (10-20 promotions on WWF CEE Facebook page/year depending on communication opportunities) • 5 PRs related to project outputs and 4 PRs with news related to energy issues per project year (WP4 only) 	<p>Guideline on writing a press-release; Guideline on building a press list; Guideline on the use of brand materials;</p> <p>Guidelines on Facebook posts and promotion; Guideline on the use of the CEESEN platform;</p> <p>Feedback from partners</p>	<ul style="list-style-type: none"> • WP4 coordination of communication activities • WP5 coordination of establishing CEESEN platform; • Participation in regular project team and in communications meetings • Descriptive information about the energy sector for the website and Facebook sent to WP4 	Time frame according to activities calendar of the project (above: section CALENDAR)

ADDITIONAL DOCUMENTS LIST:

Guidelines for implementation:

<https://drive.google.com/file/d/0B12g4wBHaGqWUXhjZi0wQVZ5bTA/view?usp=sharing>

2017-2018 Communications calendar:

<https://docs.google.com/spreadsheets/d/156QlbYHwoVUaUWSU5HEt4f8snF5UZBYzU854lQGDFgE/edit#gid=0>

2016 Action plan:

https://docs.google.com/spreadsheets/d/118a_gCqBQ4cQ49r_YpvkK5JZVTap2K508iGvC7_8z80/edit#gid=0

Guideline on writing and issuing a press release:

<https://docs.google.com/document/d/1CySni8GQAkxNchdspN16DnL-31bnhbi8q1g8n3NEkUw/edit>

Guideline on building a media contact list:

<https://docs.google.com/document/d/15stmdJNsi1XhsZFwDgZZ7UxIViYoE3xS8jpDMwcLPGA/edit>

Project Resume – short (1 page):

<https://docs.google.com/document/d/1RL8hP2pxxrhtQrAILp1NwipMBuca--e4mesONwXVO-E/edit>

Project Resume – long:

https://docs.google.com/document/d/1g0rgc-zl1gsHSBPQSrvl3c_0f2iDSOQxPxckjZDm-u4/edit

Creative brief for visual identity:

<https://docs.google.com/document/d/1dZDEY6lmFj0HIKO1g7sZZqun96uiol2XhzkKnVWqFto/edit>

Visual identity full pack:

<https://drive.google.com/drive/folders/0B12g4wBHaGqWN3haUXZVVEkzZkU?usp=sharing>

Guidelines for using CEESEN visual identity:

<https://drive.google.com/open?id=0B12g4wBHaGqWTHBqVFdJNGZ3TG8>

Annexes

Annex 1. Brandbook

Annex 1.

Brandbook





CENTRAL EASTERN EUROPEAN
SUSTAINABLE ENERGY NETWORK



CENTRAL
EASTERN
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SUSTAINABLE
ENERGY
NETWORK



CENTRAL EASTERN EUROPEAN
SUSTAINABLE ENERGY NETWORK



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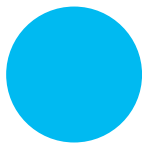




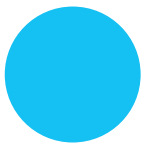
DON'T

1. Don't use black background in color version.
2. Don't change the font.
3. Don't make the logo too small with the long text.
In this case use only the symbol.
4. Don't squish or skew the logo.
5. Don't place the logo on a cluttered background.





RGB: 0 ,177, 235



RGB: 33, 187, 239



RGB: 89, 198 ,242



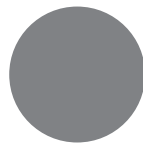
RGB: 132, 208, 245



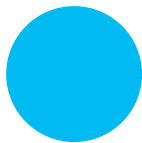
BLACK



WHITE



GRAY



RGB: 80,0,0,0



CMYK: 70,0,0,0



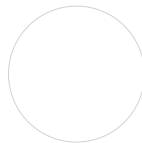
CMYK: 60,0,0,0



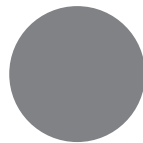
CMYK: 50,0,0,0



BLACK



WHITE



GRAY

Primary Typeface
Muller

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()-+=

Websafe Typeface
Century gothic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Central Eastern European
Sustainable Energy Network
Muller Hairline

Central Eastern European
Sustainable Energy Network
Muller UltraLight

Central Eastern European
Sustainable Energy Network
Muller Light

Central Eastern European
Sustainable Energy Network
Muller Regular

Central Eastern European
Sustainable Energy Network
Muller Medium

Central Eastern European
Sustainable Energy Network
Muller Bold

**Central Eastern European
Sustainable Energy Network**
Muller Black

**Central Eastern European
Sustainable Energy Network**
Muller Heavy

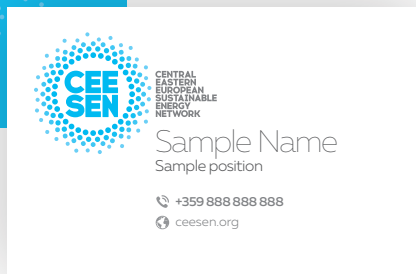
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Muller Light

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Muller Regular

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Muller Medium

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Muller Bold

AaBbCc123







Joined the low-carbon community

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 696173. Disclaimer: The sole responsibility for the content of this material lies with the authors. It does not necessarily represent the views of the European Union, and neither EASME nor the European Commission are responsible for any use of this material.



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