



1.2.6 COMMUNICATION STRATEGIES FOR PRESENTING THE REVISED ENERGY PLANS TO THE GENERAL PUBLIC

PART 3: PROJECT- BUDGETPLANUNG APPROACHES FOR A SUCCESSFUL COMMUNICATION OF ENERGY PLANS AND THEIR RELEVANT ASPECTS FOR THE POPULATION

Communication strategies for presenting the newly revised energy plans have been developed for each municipality in CE

Version 1, BEG&SWP
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In the following, project management and budget planning approaches for a possible communication strategy will be presented explicitly in order to involve and inform a broad public in the development and implementation of revised energy plans.

The cost estimate presented here is of course only to be understood as a rough empirical approach in Germany. The costs in other European countries may of course differ considerably from this.



Communication Strategy project plan and rough budget plan (estimations based on experiences in Germany)

Table 1 of 2

Communication Strategie project plan	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	Estimated costs			
	Sep 20	Okt 20	Nov 20	Dez 20	Jan 21	Feb 21	Mrz 21	Apr 21	Mai 21	Jun 21	Jul 21	Aug 21	Sep 21	Okt 21	Nov 21	Dez 21	Jan 22	Feb 22	Mrz 22	Single [EUR]	Sum [EUR]	Total sum [EUR]	
DT1.2.6 C- Communication Strategies for presenting the revised Energy Plans																							24.750
C.1. Communications team (project team and steering committee)																							100
C.1.1 The communication strategy of the Energy Plan should include																							
C.1.2 Additional benefits of the Energy Plan																							
C.1.3 The purpose of communication about the project is																							
C.1.4 The primary tasks required for successful communication																							
C.1.5 Subject of communication																							
C.1.6 Communication options for energy plan steps																							
C.1.7 Definition fo possible interfaces of communication																							
C.1.7 Definition fo possible interfaces of communication																							
C.2. Communications team (project team and steering committee)																							8.050
C.2.1 Communication team identification, establishing and working																							
C.2.2 Project coordination team set up																							
C.2.3 Project coordinator appointment																							
C.2.4 Project management: internal rules																							
C.2.5 Project manager			1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	200	3.600	
C.2.6 Project Plan and project review																							
C.2.7 Project meeting			1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	50	850	
C.2.8 Steering Committee team set up																							
C.2.9 Steering Committee coordinator appointment																							
C.2.10 Steering Committee: internal rules																							
C.2.11 Steering Committee manager			1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	50	900	
C.2.12 Steering Committee meeting				1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	50	500	
C.3. Communications buget planning																							2.200
C.3.1 Financial coordinator identification and appointment			1																		200	200	
C.3.2 Financial buget planing				1	1																200	400	
C.3.3 Financial buget meeting and review						1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	200	1.600	
C.4. Communications / project branding																							300
C.4.1 Branding of the project definition			1	1																			
C.5. Promotional materials																							300
C.5.1 Office and event materials				1	1	1															100	300	
C.6. Publications																							300
C.6.1 Leaflet on the Energy Plans and citizens involvement opportunities					1	1																	
C.6.2 Infographics					1	1																	

