

# DELIVERABLE D.C.1.1

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Project Communication Strategy

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## A. Introduction

Municipalities in Central Europe have a top down approach for local energy governance. The energy planning strategies are developed with low public consultation and citizen input. Therefore ENES-CE project aims at filling the gap with a quadruple helix approach, where citizens are playing a pivotal role. This will lead to sustainable regional development and the efficacy of the intervention will be directly linked to the development of energy cooperatives and other forms of citizen energy groups. The aim of these groups will be to help the public bodies implement their strategies in a more efficient and bottom up approach. In doing so, the project will increase the acceptance of low carbon investments and ease the achievement of existing SEAPs/SECAPS and other local low carbon development strategies and energy plan actions. This increased activity in the energy sector, combined with growing awareness of interrelations between economic and environmental issues calls for a broadening of energy research in order to address the three pillars of sustainability: the social, economic, and environmental dimensions. The scientific and political strategies must be linked to tools that enhance a broader participation of local actors and citizens as is for ENES-CE project. Numerous archetypical organizational models and legal forms principally allow for citizen participation in renewable energy projects, such as energy group, energy cooperatives and other forms.

The expected results are the following:

- Energy groups/energy cooperatives created able to support the planning, implementing and also the financing of energy reduction tools based on the needs of the citizens. These groups will define in the target regions the main actions to be supported and implement them as pilots (WPT3)
- A toolbox for developing citizen investments has been created, addressing
  - participatory methods to engage citizens in energy planning
  - legal, institutional and economic specificities of community energy projects and
  - communication methods to engage citizens in implementing the energy plans (WPT2)
- A framework/method for engaging citizens in revising energy plans has been developed. Within this existing energy strategies revised, focusing on the SEAP revision towards the SEAP/SECAP adoption for the energy renewable potentials improvement (WPT1)
- Citizens involved thanks to a bottom up approach in the process of energy strategies and planning development, in order to enhance the efficacy of the energy planning and ensure concrete application of the measures included in the plan (WPT1/2)
- Managerial system improved in terms of human resources improvement in charge of the definition of innovative policies and programs towards energy consumption reduction. The system of public sector and related entities will be able to involve local stakeholders in the planning system (WPT1/2)

Project outputs:

- Methodology for the involvement of citizens in local energy planning (1)
- Involvement of citizens and industry stakeholders in the definition of local energy plans (1)
- Revision of local energy plans (SEAPs, SECAPs etc.) (5)
- Tools for the citizens involvement (3)



- Implementation of citizen energy based pilot projects (5)
- Knowledge transfer of lessons learned in developing citizen energy in CE (1)

Communication related activities play very important role in the ENES-CE project, since the key of the project is involvement of citizens and other important stakeholders in the energy sector into the innovation processes, as well as building networks among actors within urban innovation ecosystems (public authorities, research organizations, industry and end users). Therefore, significant communication effort will be done towards awareness raising, motivation and inclusion of different stakeholders and target groups into ENES-CE project activities. ENES-CE communication strategy will therefore define target groups, communication activities and impact that the project aims to achieve.

The deliverables of communication activities will be:

- Project Communication Strategy
- ENES-CE branding - logo and templates
- ENES-CE web page
- Publications: Leaflet on the Energy Plans and citizens involvement opportunities and Infographics on energy saving innovative strategies
- Public events: 3 international conferences, participation on 2 external events per year
- Printed promotional material: cotton bags, USB sticks, pen, pencils and not pads
- Promotional video
- ENES-CE social network accounts - Facebook, Twitter, You tube
- ENES-CE on line newsletter
- Media relations: Media releases and visits
- Targeted events: 3 local focus groups events

Key Target Groups:

- Local public authority
- Regional public authority
- Sectorial agency
- Infrastructure and (public) service provider
- Interest groups including NGOs
- Higher education and research
- Business support organization
- SMEs
- General public



Main Reference points for this strategy:

All project partners together with the lead partner will be actively involved in the planning and implementation of all communication activities. Each project partner will make sure to reach the target audience through the different available communication channels (including institutional webpages and social media, joint activities with external stakeholders...). WP C leader (E-Institute) will be in charge of coordinating the communication activities, monitoring the performance and implementation of the activities and measures, towards the planned results.

## B. Strategy

Communication strategy of the ENES-CE project is outlined through three sub-chapters:

- Communication to ensure internal involvement of all partners (WP Management)
- Communication to ensure external involvement in output development (Thematic WPs)
- Communication to ensure transfer outputs to new target audiences (WP Communication)

### B.1 Communication to ensure internal involvement of all partners (WP Management)

Internal communication is a horizontal management task. Therefore, the internal and process-related communication will be implemented in the Management and Thematic Work packages as well.

First level of communication is the one ensuring involvement and commitment of all partners in the ENES-CE project, which is implemented in combination with the WP Management.

The main challenge of the ENES-CE internal communication is the size of the partnership (10 PP) and the number of activities which need to be synchronized within the implementation period, in order to guarantee the achievement of the planned project outputs. Therefore, strong and permanent internal communication needs to be adopted. The project involves 10 project partners from 6 countries with different historical, cultural and geographical background; they speak different languages, come from different institutions with different organizational and communicational knowledge and experience and mostly don't know each other.

The key to the successful project implementation will be thorough, regular and clear communication between all partners as well as a strong communication toward key target audiences through different outputs.

The following tools and activities are planned to ensure efficient internal communication:

- A.M.1 Start up activities (main activities: Signature of the Subsidy Contract between the MA and the LP, Partnership Agreement signed, Kick off meeting implementation)
- A.M. 2 Project management, coordination (main activities: Project team set up, reporting)
- A.M.3 Steering and monitoring of the project implementation (main activities: Steering Committee set up, project management rules-internal communication, project coordinator appointment, internal evaluation plan and reports)
- A.M.4 Financial management



and also:

- Steering Committee - Project Meetings (face-to-face every six-months)
- Monthly Skype
- Project management digital tools

The partnership agreement concluded within the consortium, set up the formal rules of implementation, as well as rules for management of conflicts, risks and contingencies, accordingly to the programme regulation.

Project-related processes and decision making rules has been defined, A.M.3. The deliverable is the key document for setting up project-specific procedures for active involvement of all partners as well as the rules for internal reporting and communication.

Regular project meetings is the tool which enable direct face-to-face communication of all partners, discussing the activities and plans, resolving possible problems and conflicts and defining next steps toward efficient implementation. In addition to physical meeting, continuous communication within the consortium is guaranteed through monthly Skype meetings and, where needed, working groups call. All virtual and Face-to-face meetings are documented through minutes.

In order to enhance project management and communication of project partners, and to facilitate sharing of documents, the Project Management Team identified and established different free digital tools for documents and events sharing: Google Drive, Google Calendar, Skype etc. within and only for the consortium. In addition, the day-to-day exchange of E-mails and phone calls is encouraged among partners. Project teams and contact persons are clearly established within each partner.

Communication of the consortium towards the Managing Authorities (MA) and the Joint Secretariat (JS) is guaranteed through the project management team.

A Steering Committee will be appointed and composed by 1 member for each PP with the tasks to: manage the administrative and financial issues, verify the on-going project activities, verify the status and level of expenditures for each partner in order to avoid de-commitment problems, verify the fulfillment of the expected outputs and results including monitoring of project communication activities. The SC will be also in charge to decide on budget modifications adopting a problem solving approach in order to avoid the risks linked to internal/external factors and ensure a high quality of the management.

The Project Coordinator will be appointed by the LP and will have the task to coordinate the Steering Committee activities, to inform the JS about project changes, develop the SC minutes and collect the partner's inputs under request of the project management tools.

Target audience:

- Direct: all project partners
- Indirect: JS, MA, NCPs

The main expected result is the smooth implementation of project activities, in terms of timing and quality, in order to achieve the planned project results and outputs.

To reach this, active involvement and motivation of all project partners is essential. All partners must have the same level of information, be involved towards the aims of the project and clearly know their responsibilities and tasks.

E-institute is responsible for the communication work package. Although all PP, especially WP leaders will cooperate in project communication process. Communications activities are included in every work package, as project progress and results have to be communicated. Therefore, work package leaders will



provide text and photos regarding deliverables and outputs in order to spread the information as well as themselves spread the information.

1. Partner responsibility:

- Work package leaders: create communication material according to their activities and results and provide it to the other partners
- Every partner: disseminates the communication material via its own website, newsletter and other channels (e.g. social media)

2. Social media responsibility: Every project partner is responsible to gather relevant local news on the topic and publish it on Facebook, Twitter and Youtube.

## B.2 Communication to ensure external involvement in output development (Thematic WPs)

### Objectives, challenges and results

Activities on communication to ensure external involvement in output development are crucial for successful implementation of the ENES-CE project.

The main communication challenge of this field of action is to achieve the planned outputs, where the involvement (i.e. communication) with external actors is essential.

WP T1's objective is to revise local energy plans with the involvement of citizens and define new objectives, strategies and energy and climate actions through a bottom up approach and quadruple helix, involving also the research centers, energy agencies, energy private providers, BROs in the final approval of the revised action plans. Local stakeholder engagement will take place through a series of 3 workshops that will target A) citizens and B) industry representatives. The workshops will be used to stimulate the debate about the current energy plans and to use the tools developed in WP T2. In STEP 1 the usage of Co-design tools will stimulate a debate between all stakeholders (including institutional ones) and will enable the redefinition of energy plans according to their input. Using the Community investment tools in STEP 2, a refined version of the energy plan will be presented back to them in the second workshop. In each municipality the best 3 projects will be selected and discussed in more technical detail. Through this an agreement on moving forward with the pilot actions in WP T3 will be obtained. Finally in STEP 3 the new energy strategy will be presented to the local communities by using the Communication tools from WP T2. Through this process the partners will guide the redevelopment of existing SEAPs in SECAPs and also a refinement of local data collection. This work package will be lead by Energiaklub that will coordinate the activities and thanks to its experience will define jointly with the partner the methodology for the SEAP revision involving the citizens.

The revision of the SEAP will be in collaboration with the Covenant of Mayors initiative and the Interreg.

Europe COALESCEE project results, aiming at increasing investment in local community energy investment via support from Structural Fund and ETC programmes. In addition also the process of SEAP revision adopted by the CE CityEnGov will be shared among the partners.

WP T2's objective is to develop a toolbox for local energy planning and financing - a combination of analytical (toolbox) and procedural tools (guidelines) intended to support rational and sustainable decision-making of public authorities and address citizen engagement as a cornerstone for sustainability of local energy actions. This would at first include co-design and facilitation methods where public officials



would learn how to engage citizens in a bottom-up dialogue and co-creation of energy plans. Following this, tools for developing community energy investments (from the legal, technical and business standpoint) would be developed. And finally the WP would also produce communication and motivation strategies for engaging citizens. The toolbox will be tested and refined through the implementation of TWP1 and through pilot projects in TWP3, and it will be published on an on-line platform and as a manual.

WP T3's is dedicated to implementing the pilot projects that have been selected by citizens and defined in technical terms by the partners in TWP1. These will consist of small investments (up to 15.000 EUR) and will stem from the redefined SEAPs/SECAPs in TWP1. In doing so it will also utilize the tools that were developed in WP T2, and these will be implemented through a series of three workshops. The tools will be used to facilitate the creation of citizen energy groups and also communicate its start-up to the local communities.

Therefore, B.2 Communication activities include process- and result-related communication, where all project partners need to be active and involved, and where the WP T1, WP T2 and WP T3 leaders as coordinators are especially in charge.

With the external stakeholders we will communicate in order to make them contribute to the development of project outputs:

- Local public authority will be involved during communication local focus group. Foreseen communication activities: 3 workshops (in WP T1), co-design workshop and on-line platform (in WP T2), best practice study tour (in WP T3), 18 workshops for citizens and stakeholders: 3 in Italy - Forli, 3 in Slovenia - Koper, 3 in Hungary - Zuglo, 3 in Croatia - Prelog, 3 in Poland - Lubelskie, 3 in Germany - Pfaffenhofen (in WP T3)
- Regional public authority. Foreseen communication activities: 3 workshops (in WP T1), co-design workshop and on-line platform (in WP T2), best practice study tour (in WP T3), 18 workshops for citizens and stakeholders: 3 in Italy - Forli, 3 in Slovenia - Koper, 3 in Hungary - Zuglo, 3 in Croatia - Prelog, 3 in Poland - Lubelskie, 3 in Germany - Pfaffenhofen (in WP T3)
- Sectorial agencies (local, regional or national) responsible for managing energy efficiency measures. Foreseen communication activities: 3 workshops (in WP T1), co-design workshop and on-line platform (in WP T2), best practice study tour (in WP T3), 18 workshops for citizens and stakeholders: 3 in Italy - Forli, 3 in Slovenia - Koper, 3 in Hungary - Zuglo, 3 in Croatia - Prelog, 3 in Poland - Lubelskie, 3 in Germany - Pfaffenhofen (in WP T3)
- Infrastructure and (public) service provider will be involved in creation of energy group support. Foreseen communication activities: 3 workshops (in WP T1)
- Interest groups including NGOs (joint purchasing groups and other forms of cooperatives) will be involved to share experiences and possible synergies. Foreseen communication activities: 3 workshops (in WP T1)
- Higher education and research will be involved supporting the definition of the tools and will be the audience of the SEAP development and revision to be involved in the activities. Foreseen communication activities: 3 workshops (in WP T1)
- SMEs with similar experiences of energy cooperatives, distributing energy efficiency tools. Foreseen communication activities: 3 workshops (in WP T1), best practice study tour (in WP T3), 18 workshops for citizens and stakeholders: 3 in Italy - Forli, 3 in Slovenia - Koper, 3 in Hungary - Zuglo, 3 in Croatia - Prelog, 3 in Poland - Lubelskie, 3 in Germany - Pfaffenhofen (in WP T3)
- Business support organisation will be involved in the joint purchasing groups creation, energy cooperative and definition of possible networking in the revision of the SEAP. Foreseen communication activities: 3 workshops (in WP T1)





- General public will be involved as households - potential members of the energy cooperatives and energy groups and co-investors in energy efficiency production projects (district heating, greenhouses etc.). Foreseen communication activities: 3 workshops (in WP T1), co-design workshop and on-line platform (in WP (T2), best practice study tour (in WP T3), 18 workshops for citizens and stakeholders: 3 in Italy - responsible: Municipality of Forli, 3 in Slovenia - responsible: Municipality of Koper, 3 in Hungary - responsible: Municipality of Zuglo, 3 in Croatia - responsible: Municipality of Prelog, 3 in Poland - responsible: Province of Lubelskie, 3 in Germany - responsible: Municipality of Pfaffenhofen (in WP T3)

The following results (in numbers) regarding the targeted groups should be achieved:

Local public authority: 24

Regional public authority: 12

Sectorial agency: 18

Infrastructure and (public) service provider: 6

Interest groups including NGOs: 18

Higher education and research: 6

SMEs: 12

Business support organisation: 18

General public - households: 600

Target audience:

- Quadruple helix stakeholders: public, private, research institutions and citizens (civil societies) in 6 regions
- End-users (e.g. citizens) for testing innovative solutions through participatory methods in all partner regions (6)

Expected results of the B.2 Communication activities are:

- to raise the awareness and increase the knowledge of the key stakeholders about the ENES-CE project, its participatory toolbox and methods, as well as the pilots that are going to be implemented, through partners dissemination channels, local events, workshops, meetings and conferences
- to influence attitude and behavior of the stakeholders, specially Municipalities/local and regional authorities involved in the quadruple helix approach through workshops and educational activities in order to familiarize with the local /regional energy planning, revision process, energy cooperatives set-up activities (vision and mission), energy cooperative management, energy cooperative development and sustainability and involvement of citizens and other important stakeholders
- to influence attitude and behavior of the end-users through well-established participative tools
- to increase motivation, acceptance usage of tools developed through the ENES-CE project



## B.3 Communication to transfer outputs to new target audiences (WP Communication)

### Objectives, challenges and results

Communication activities to transfer outputs to new target audiences will capitalize on the significant, visible and tangible achievements that the project will reach during project lifetime, particularly with a bottom up quadruple helix approach, where citizens play a pivotal role, development of participatory toolbox, implemented pilots and revised local/regional energy plans.

ENES-CE will employ a well-balanced mixture of approaches and activities to show and allow the target groups to experience what the project is about, what it is doing and why. It will apply the following communication tools: promotional video, leaflets, infographics, short news on social media and on-line newspaper, international conferences and external events, local focus groups.

Led by the WP Communication lead partner, all project partners will be involved in all communication activities.

The main objectives for communication activities to transfer outputs to new target audiences: The awareness of stakeholders will be increased and behavior changed, supporting the promotion of local energy plans for improving capacities of public to develop new policies and citizens involvement.

- To raise awareness and increase knowledge of local and regional public authorities, sectorial agencies and public service providers of know-how on citizen's involvement models in order to increase their knowledge towards the innovative solutions proposed. The municipality's staff will increase their knowledge on the creation of energy groups
- To influence attitude and behaviour of target groups towards actively participating in revision of energy plans and involvement of local stakeholders

Target audience beyond the regions involved:

- Public (local and regional authorities), private and research organizations in involved CE regions, sectorial agencies, business support institutions, interest groups including NGOs, SME's
- Citizens
- Decision makers in CE regions that are not involved in the ENES-CE project

Expected results:

- Innovative energy strategies developed and implemented, through a revision of existing energy plans
- Citizens involved thanks to a bottom up approach in the process of energy strategies and planning development
- Managerial system improved in terms of human resources improvement
- A framework for developing citizen investments has been created, addressing legal, institutional and economic specificities



- Energy groups/energy cooperatives created and able to support the planning, implementing and also the financing of sustainable energy projects and based on the needs of the citizens in Central Europe and beyond
- All regional stakeholders are well informed about project activities: quadruple-helix networks established, participatory method toolbox, pilot projects and the revised local/regional energy plans done
- Regions outside the project partnerships informed about key results of project ENES-CE, especially the RES.coop.eu and RES.coop Mecise, the European federation of renewable energy cooperatives (regarding established energy cooperatives), Covenant of Mayors Initiative. Project results will be shared also with other relevant projects (e.g. CE CityEnGov).
- Regions outside the project partnerships can benefit from ENES-CE results and lessons-learned, i.e. implement the participatory methods toolbox or similar strategies within their region.

WP T1: Involvement of citizens in revising local energy plans

OUTPUT O.T1.1 Methodology for the involvement of citizens in local energy planning					
Audience	Communication objective	Status quo in 2019	Status quo aimed for 2022	Key messages	Outline of activities
Local public authority, Regional public authority	Raise awareness and increase knowledge	Do not know about this output of the project and do not know what is planned by the project	Have gained a deeper knowledge about the methodology for the involvement of citizens in local energy planning and are willing to use it	Our project output: shared and replicable methodology for involvement of citizens will help Local and regional authorities by giving them methods how to involve citizens in local energy planning process and thus assure bottom-up approach	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• Newsletter</li> <li>• Social media</li> <li>• PP web pages</li> </ul>
Sectorial agency	Raise awareness and increase knowledge	Do not know about this output of the project and do not know what is planned by the project	Have gained a deeper knowledge about the methodology for the involvement of citizens and other local	Our project output: methodology for the involvement of citizens in local energy planning helps Sectorial agency to be actively involved	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• Social media</li> <li>• PP web pages</li> <li>• Newsletter</li> </ul>



			stakeholder involvement in local energy planning and are willing to use it	when setting up local energy plans	
Infrastructure and (public) service provider	Raise awareness and increase knowledge	Do not know about this output of the project and do not know what is planned by the project	Have gained a deeper knowledge about the methodology for the involvement of citizens and other local stakeholder involvement in local energy planning and are willing to use it	Our project output: methodology for the involvement of citizens in local energy planning helps Infrastructure and (public) service provider to be actively involved when setting up local energy plans	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• Social media</li> <li>• PP web pages</li> <li>• Newsletter</li> </ul>
NGO's	Raise awareness and increase knowledge	Do not know about this output of the project and do not know what is planned by the project	Have gained a deeper knowledge about the methodology for the involvement of citizens and other local stakeholders in local energy planning and are willing to use it	Our project output: methodology for the involvement of citizens in local energy planning helps NGO's to be actively involved when setting up local energy plans	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• Social media</li> <li>• PP web pages</li> <li>• Newsletter</li> </ul>
Higher education and research	Raise awareness and increase knowledge	Do not know about this output of the project and do not know what is planned by the project	Have gained a deeper knowledge about the methodology for the involvement of citizens and other local stakeholders in the local	Our project output: methodology for the involvement of citizens in local energy planning helps Higher education and research to be actively involved when setting up	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• Social media</li> <li>• PP web pages</li> <li>• Social media</li> <li>• Newsletter</li> </ul>



			energy planning and are willing to use it	local energy plans so their scientific findings are considered in the planning process	
Business support organizations	Raise awareness and increase knowledge	Do not know about this output of the project and do not know what is planned by the project	Have gained a deeper knowledge about the methodology for the involvement of citizens and other local stakeholders in the local energy planning and are willing to use it	Our project output: methodology for the involvement of citizens in local energy planning helps Business support organizations to be actively involved when setting up local energy plans	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• Social media</li> <li>• PP web pages</li> <li>• Newsletter</li> </ul>
General public	Raise awareness and increase knowledge	Do not know about this output of the project and do not know what is planned by the project	Have gained a deeper knowledge about the methodology for the involvement of citizens in the local energy planning and are willing to use it	Our project output: methodology for the involvement of citizens in local energy planning helps General public to be actively involved when setting up local energy plans	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• PP web pages</li> <li>• Social media</li> <li>• Newsletter</li> </ul>

OUTPUT O.T1.2 Involvement of citizens and industry stakeholders in the definition of local energy plans					
Audience	Communication objective	Status quo in 2019	Status quo aimed for 2022	Key messages	Outline of activities
Local public authority, Regional public authority	Raise awareness and increase knowledge	Do not know about this output of the project and do not know what is planned by the project	Have gained a deeper knowledge about the involvement of citizens and industry stakeholders in the re-	Our project output Involvement of citizens and industry stakeholder helps Local and regional public authority to through three workshops and	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• Interviews</li> <li>• PP web pages</li> <li>• Newsletter</li> <li>• Social media</li> </ul>



			definition of local energy plans	many communication activities to involve local citizens and industry stakeholder in preparing new local energy plans	
Sectorial agency	Raise awareness and increase knowledge	Do not know about this output of the project and do not know what is planned by the project	Have gained a deeper knowledge how can they as industry stakeholders get involved in the re-definition of local energy plans	Our project output Involvement of citizens and industry stakeholder helps Sectorial agency to through three workshops and many communication activities to get involved in preparing new local energy plans	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• Interviews</li> <li>• PP web pages</li> <li>• Newsletter</li> <li>• Social media</li> </ul>
Infrastructure and (public) service provider	Raise awareness and increase knowledge	Do not know about this output of the project and do not know what is planned by the project	Have gained a deeper knowledge how can they as industry stakeholders get involved in the re-definition of local energy plans	Our project output Involvement of citizens and industry stakeholder helps Infrastructure and (public) service provider to through three workshops and many communication activities to get involved in preparing new local energy plans	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• Interviews</li> <li>• PP web pages</li> <li>• Newsletter</li> <li>• Social media</li> </ul>
NGO's	Raise awareness and increase knowledge	Do not know about this output of the project and do not know what is planned by the project	Have gained a deeper knowledge about how can they as NGOs get involved in the re-definition of local energy plans	Our project output Involvement of citizens and industry stakeholder helps NGO's to through three workshops and many communication activities to	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• PP web pages</li> <li>• Newsletter</li> <li>• Social media</li> </ul>



				involve local citizens and industry stakeholder in preparing new local energy plans	
Higher education and research	Raise awareness and increase knowledge	Do not know about this output of the project and do not know what is planned by the project	Have gained a deeper knowledge about how they get involved as experts in the re-definition of local energy plans	Our project output Involvement of citizens and industry stakeholder helps Higher education and research to through three workshops and many communication activities to get involved in preparing new local energy plans	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• PP web pages</li> <li>• Newsletter</li> <li>• Social media</li> </ul>
Business support organizations	Raise awareness and increase knowledge	Do not know about this output of the project and do not know what is planned by the project	Have gained a deeper knowledge about the involvement of industry stakeholders in the re-definition of local energy plans	Our project output Involvement of citizens and industry stakeholder helps Business support organizations to through three workshops and many communication activities to get involved in preparing new local energy plans	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• Interviews</li> <li>• PP web pages</li> <li>• Newsletter</li> <li>• Social media</li> </ul>
General public	Raise awareness and increase knowledge	Unaware of the fact that they can get involved in energy planning and do not know what is planned by the project	Have gained a deeper knowledge about the involvement of citizens in the re-definition of local energy plans	Our project output Involvement of citizens and industry stakeholder helps General public to through three workshops and many communication activities get involved in preparing newly	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• Interviews</li> <li>• PP web pages</li> <li>• Newsletter</li> <li>• Social media</li> </ul>



				revised local energy plans	
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OUTPUT O.T1.3 Revision of local energy plans (SEAPs, SECAPs etc.)					
Audience	Communication objective	Status quo in 2019	Status quo aimed for 2022	Key messages	Outline of activities
Local public authority, Regional public authority	Raise awareness and increase knowledge	Do not know about this output of the project and do not know what is planned by the project	Have gained a deeper knowledge how to revise local energy plans with other stakeholders involvement and are willing to use the tools developed for improving local/regional energy performance	Our project output Revision of local energy plans helps Local and regional public authority helps to revise their local energy plans by using the input from workshops with local stakeholders, top 3 projects in each municipality will be selected and among them one pilot action selected	<ul style="list-style-type: none"> <li>• 5 tools will be developed and/or implemented for improving local/regional energy performance</li> <li>• Workshops</li> <li>• Interviews</li> </ul>
Sectorial agency	Raise awareness and increase knowledge	Do not know about this output of the project and do not know what is planned by the project	Have gained a deeper knowledge about the project output and are willing to use the tools developed for improving local/regional energy performance	Our project output Revision of local energy plans helps Sectorial agency to be involved in the revision of local energy plans, also by giving input at workshops with local stakeholders and selection of a pilot action	<ul style="list-style-type: none"> <li>• 5 tools will be developed and/or implemented for improving local/regional energy performance</li> <li>• Workshops</li> <li>• Interviews</li> </ul>
Infrastructure and (public) service provider	Raise awareness and increase knowledge	Do not know about this output of the project and do not know what is planned	Have gained a deeper knowledge about the project output and are willing to use the	Our project output Revision of local energy plans helps Infrastructure and (public) service provider	<ul style="list-style-type: none"> <li>• 5 tools will be developed and/or implemented for improving</li> </ul>





		by the project	tools developed for improving local/regional energy performance	to be involved in the revision of local energy plans, also by giving input at workshops with local stakeholders and selection of a pilot action	local/regional energy performance <ul style="list-style-type: none"> <li>• Workshops</li> <li>• Interviews</li> </ul>
NGO's	Raise awareness and increase knowledge	Do not know about this output of the project and do not know what is planned by the project	Have gained a deeper knowledge about the project output and are willing to use the tools developed for improving local/regional energy performance	Our project output Revision of local energy plans helps NOG's to be involved in the revision of local energy plans, also by giving input at workshops with local stakeholders and selection of a pilot action	<ul style="list-style-type: none"> <li>• 5 tools will be developed and/or implemented for improving local/regional energy performance</li> <li>• Workshops</li> </ul>
Higher education and research	Raise awareness and increase knowledge	Do not know about this output of the project and do not know what is planned by the project	Have gained a deeper knowledge about the project output and are willing to use the tools developed for improving local/regional energy performance	Our project output Revision of local energy plans helps Higher education and research to be involved in the revision of local energy plans, also by giving input at workshops with local stakeholders and selection of a pilot action	<ul style="list-style-type: none"> <li>• 5 tools will be developed and/or implemented for improving local/regional energy performance</li> <li>• Workshops</li> </ul>
Business support organizations	Raise awareness and increase knowledge	Do not know about this output of the project and do not know what is planned by the project	Have gained a deeper knowledge about the project output and are willing to use the tools developed for improving	Our project output Revision of local energy plans helps Business support organizations to be involved in the revision of local energy plans, also by giving input at	<ul style="list-style-type: none"> <li>• 5 tools will be developed and/or implemented for improving local/regional energy performance</li> </ul>



			local/regional energy performance	workshops with local stakeholders and selection of a pilot action	ce <ul style="list-style-type: none"> <li>• Workshops</li> <li>• Interviews</li> </ul>
General public	Raise awareness and increase knowledge	Do not know about this output of the project and do not know what is planned by the project	Have gained a deeper knowledge about the project output and are willing to use the tools developed for improving local/regional energy performance	Our project output Revision of local energy plans helps citizens to be actively involved in revision of local energy plans	<ul style="list-style-type: none"> <li>• 5 tools will be developed and/or implemented for improving local/regional energy performance</li> <li>• Workshops</li> <li>• Interviews</li> </ul>

WP T2: Development of a support toolbox for citizens based energy planning and financing

OUTPUT O.T2.1 Tools for the citizens involvement					
Audience	Communication objective	Status quo in 2019	Status quo aimed for 2022	Key messages	Outline of activities
Local and Regional public authority	Influence attitude and behavior	Not knowing how to efficiently involve general public and other stakeholders in local energy plans	Local and Regional public authority not only know about the tools for citizens involvement in co-creation of energy plans but are willing to use the created tools	Our project output Tools for the citizens involvement helps local and regional public authority to involve citizens in energy planning processes	<ul style="list-style-type: none"> <li>• Local and regional public authority invited to use the Tools</li> <li>• web support platform will ensure the on-line availability and broader transferability of tool box</li> <li>• Through local events the tool box will be transferred to external partners</li> <li>• Published Manual will</li> </ul>



					ensure the broader transferability of tool box
Sectorial agency	Influence attitude and behavior	Not knowing how to participate in the development in local energy plans	Sectorial agencies not only know about the tools for citizens involvement in co-creation of energy plans but are willing to use them	Our project output Tools for the citizens involvement helps Sectorial agencies to be directly involved in the development of support tools	<ul style="list-style-type: none"> <li>• Sectorial agencies invited to use the Tools</li> <li>• web support platform will ensure the broader transferability of tool box</li> <li>• Through local events the tool box will be transferred to external partners</li> <li>• Published Manual will ensure the broader transferability of tool box</li> </ul>
General public	Influence attitude and behavior	Not knowing how to participate in the development in local energy plans	General public not only knows about the tools for citizens involvement in co-creation of energy plans but are willing to use them	Our project output Tools for the citizens involvement helps General public to be actively included in energy planning processes	<ul style="list-style-type: none"> <li>• General public is invited to contribute</li> <li>• web support platform provides common learning space for citizens involvement</li> <li>• Through local events the tool box will be transferred to citizens</li> <li>• Co-design workshops will ensure bottom up involvement of citizens</li> </ul>



WP T3: Fostering the co-creation of local energy cooperatives and implementation of citizen based pilot projects

OUTPUT O.T3.1 Implementation of citizen energy based pilot projects					
Audience	Communication objective	Status quo in 2019	Status quo aimed for 2022	Key messages	Outline of activities
Local and regional public authority	Raise awareness and increase knowledge	Test on how the citizens energy groups are functioning have not yet been done	5 pilot actions implemented for improving local/regional energy performance and to test out the functioning the citizen energy groups	Our project output Implementation of citizens energy based pilot projects helps Local and regional public authority to test the chosen idea in practice, share knowledge and involve newly established citizens energy groups in their energy planning and implementation	<ul style="list-style-type: none"> <li>• Pilots</li> <li>• Local and international events</li> <li>• Social media</li> <li>• Newsletter</li> <li>• Video</li> <li>• Media releases</li> </ul>
Sectorial agency	Raise awareness and increase knowledge	Test on how the citizens energy groups are functioning with active involvement of Sectorial agency have not yet been done	5 pilot actions implemented for improving local/regional energy performance with active involvement of Sectorial agency	Our project output Implementation of citizens energy based pilot projects helps Sectorial agency to get involved in implementation of the pilot projects as technology providers and/or investment facilitators	<ul style="list-style-type: none"> <li>• Pilots</li> <li>• Local and international events</li> <li>• Social media</li> <li>• Newsletter</li> <li>• Video</li> <li>• Media releases</li> </ul>



SMEs	Raise awareness and increase knowledge	Test on how the citizens energy groups are functioning with active involvement of SMEs have not yet been done	5 pilot actions implemented for improving local/regional energy performance with active involvement of SMEs	Our project output Implementation of citizens energy based pilot projects helps SME's to get involved in implementation of the pilot projects as technology providers and/or investment facilitators	<ul style="list-style-type: none"> <li>• Pilots</li> <li>• Local and international events</li> <li>• Social media</li> <li>• Newsletter</li> <li>• Video</li> <li>• Media releases</li> </ul>
General public	Raise awareness and increase knowledge	Test on how the citizens energy groups are functioning have not yet been done	5 pilot actions implemented for improving local/regional energy performance with active involvement of citizens	Our project output Implementation of citizens energy based pilot projects helps citizens to be directly involved in local/regional energy planning (also through newly established citizen energy groups)	<ul style="list-style-type: none"> <li>• Pilots</li> <li>• Local and international events</li> <li>• Social media</li> <li>• Newsletter</li> <li>• Video</li> <li>• Media releases</li> </ul>

OUTPUT O.T3.2 Knowledge transfer of lessons learned in developing citizen energy in CE					
Audience	Communication objective	Status quo in 2019	Status quo aimed for 2022	Key messages	Outline of activities
Local and regional public authority	Raise awareness and increase knowledge	Do not know how to successfully share the knowledge	Local and regional public authorities successfully share knowledge	Our project output Knowledge transfer helps Local and regional public authority to transfer knowledge and sharing of experiences. They will also be equipped with recommendation in fostering citizens involvement	<ul style="list-style-type: none"> <li>• Report</li> <li>• Pilots</li> <li>• Social media</li> <li>• Newsletter</li> <li>• Video</li> <li>• Leaflets</li> </ul>



Sectorial agency	Raise awareness and increase knowledge	Do not know about the pilots and how to share knowledge with other stakeholders	Sectorial agencies are involved in pilot implementation and in sharing knowledge and experiences	Our project output Knowledge transfer helps Sectorial agencies to implement pilots	<ul style="list-style-type: none"> <li>• Report</li> <li>• Pilots</li> <li>• Social media</li> <li>• Newsletter</li> <li>• Video</li> <li>• Leaflets</li> </ul>
SMEs	Raise awareness and increase knowledge	Do not know about the pilots and how to share knowledge with other stakeholders	SMEs are involved in pilot implementation and in sharing knowledge and experiences	Our project output Knowledge transfer helps SMEs to implement pilots	<ul style="list-style-type: none"> <li>• Report</li> <li>• Pilots</li> <li>• Social media</li> <li>• Newsletter</li> <li>• Video</li> <li>• Leaflets</li> </ul>
General public	Raise awareness and increase knowledge	Do not participate in SEAP/SECAP plans, do not know about the pilots and how to share knowledge with other stakeholders	General public tested out the Bottom Up Energy Strategy Development Toolbox and is participating in SEAP/SECAP revisions and share knowledge and experiences with other stakeholders.	Our project output Knowledge transfer helps citizens to be directly involved in the project through testing out the Bottom Up Energy Strategy Development Toolbox and participating in SEAP/SECAP revisions	<ul style="list-style-type: none"> <li>• Report</li> <li>• Pilots</li> <li>• Social media</li> <li>• Newsletter</li> <li>• Video</li> <li>• Leaflets</li> </ul>

## C. Activities

The objective of communication activities of the ENES-CE project is to carry out a comprehensive and coherent communication effort, to ensure optimal project outreach to additional target groups not directly involved in the project partnership. The communication activities are described in the following chapter, in line with the planned activities of the ENES-CE project.



## C.1 Start-up activities

Start-up communication activities define three main outputs that need to be finalised in order to start with full communication tasks: communication plan and visual identity, website and templates material.

Besides the communication team for the project will be established.

### C.1.1 Communication Strategy

#### Key points

Project output in focus of activity: Stakeholders list in every project region

Methodology for stakeholders' engagement

Main target audience: Project Partners

Responsible partner for implementation: E-institute, institute for comprehensive development solutions

Project partners to be involved: All Project Partners

Indicative timing of activity: 4. 2019 - 9. 2019

#### Description

Communication plan of the ENES-CE project will define main communication priorities, activities and tools towards all defined target groups, together with the key messages that ENES-CE wants to communicate with them. Communication strategy defines the status in 2019 and foresees the status at the end of the project in 2022. It is elaborated by the Project and Communication Managers toward the project partners and it is used within the consortium to understand what (and how) communication contributes to the project's success.

Communication plan is envisaged as a practical tool developed by the Communication manager in cooperation with the project management team to provide partners with clear instructions on communication and dissemination activities. Therefore, it provides guidelines on who does what, when and why and who should be addressed.

#### Monitoring

If needed, communication plan will be revised and updated at the mid-term review of the project.

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Project communication plan (strategy) shared with all partners	Number	0	1	Monitoring	1 <sup>st</sup> Progress Report

### C.1.2 Visual identity, templates and web page

#### Key points

Project output in focus of activity: Visual identity, templates and Project website

Main target audience: project partners, general public, local and regional authorities, SMEs, politicians

Responsible partner for implementation: E-Institute, all project partners

Project partners to be involved: all project partners



Indicative timing of activity: 1. 4. - 2019 - 31. 3. 2022

**Description**

Visual identity and templates will be developed for use of all communication activities in relation to ENES-CE project, based on the corporate material provided by the JS. Templates for press releases, internal documents, presentations, roll-up, posters and all other communication with local and regional stakeholders will be defined by the Communication and Project Manager and sent to all project partners.

ENES-CE web page will be developed as a sub-page within Interreg CE website. The web page will contain all relevant information about the project, news related to activities within the project, project events and participation of project partners to public events. Also the pilots developed within the project will be presented. Project web page will be the main source of information for external visitors, stakeholders and wider public, towards increasing awareness and knowledge.

**Monitoring**

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
ENES-CE logo	Number	0	1	Monitoring	1 <sup>st</sup> Progress Report
ENES-CE Templates	Number	0	9	Monitoring	1 <sup>st</sup> Progress Report
Project web page	Number	0	1	Monitoring	1 <sup>st</sup> Progress Report

**C.2 Publications**

C.2.1 Leaflet on the Energy Plans and citizens involvement opportunities and Infographics on energy saving innovative strategies

**Key points**

Project output in focus of activity: Leaflet on the Energy Plans and citizens involvement opportunities and Infographics on energy saving innovative strategies

Main target audience: general public, local and regional public authority, Sectorial agencies, Infrastructure and (public) service providers, NGO's, Higher education and research, SME's, Business support organization.

Responsible partner for implementation: E-Institute, all project partners

Project partners to be involved: all project partners

Indicative timing of activity: 3. 2022

**Description**

The leaflet will be developed in EN and in national languages. The format will be provided by the JS and the contents developed in EN by the WP coordinator in synergy with the PPs. With these leaflets all stakeholders will be reached, especially general public (households) in each participating country in their languages and the project idea will be transmitted.

The infographic will be developed in order to improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends on the energy efficiency new policies application and citizen's involvement tools.





Information graphics allows us to make data that are not attractive, using graphic elements, interesting for visitors. You can also use infographics to get content that users of social networks like to share. With infographics we will make information more visible, interestingly presented and memorable for the stakeholders, especially general public.

### Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Leaflet on the Energy Plans and citizens involvement opportunities	Number	0	3000	Monitoring	4 <sup>th</sup> Progress Report
Infographics on energy saving innovative strategies	Number	0	10	Monitoring	4 <sup>th</sup> Progress Report

## C.3 Public events

### C.3.1 International conferences and external events

#### Key points

Project output in focus of activity: International conferences and external events

Main target audience: general public, local and regional public authority, Sectorial agencies, Infrastructure and (public) service providers, NGO's, Higher education and research, SME's, Business support organisation, experts and politicians

Responsible partner for implementation: Municipality of Forli with cooperation of project partners

Project partners to be involved: all project partners

Indicative timing of activity: 1. 4. 2019 - 31. 3. 2022

#### Description

Addressed to an international target audience three international conferences will be organised to disseminate the project results outside the project PPs. 1 in HR for the revised SEAP, 1 in DE for the citizens involvement examples and the final in Italy, first after a year of project start, second in M24 and third in M35.

The Lead partner in collaboration with 2/3 of project partners will present the project results to international events (Regio stars, Open days, European cooperation days, thematic conferences) to an international target audience (experts and politicians).

### Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
International conferences at M12, M24 and M35	Number	0	3	Monitoring	2 <sup>nd</sup> , 3 <sup>rd</sup> and 4 <sup>th</sup> Progress Report



Participation to 2 external events per year	Number	0	6	Monitoring	2 <sup>nd</sup> , 3 <sup>rd</sup> and 4 <sup>th</sup> Progress Report
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## C.4 Promotional materials

### C.4.1 Cotton bags, USB stick, pen and pencils and note pads

#### Key points

Project output in focus of activity: Cotton bags, USB sticks, pens and pencils and note pads

Main target audience: general public

Responsible partner for implementation: E-Institute

Project partners to be involved: all project partners

Indicative timing of activity: 1. 4. 2019 - 31. 3. 2022

#### Description

Cotton bags, USB stick, pen and pencils and note pads will be produced. Green materials will be used as pre-requisite. The WP coordinator will provide the template and each partner will produce its own office materials. The promotional materials will be used at local events, workshops, conferences and other public events and distributed to citizens, partners, SME's and other stakeholders for the project promotion.

#### Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Office and event materials	Number	0	3000	Monitoring	4 <sup>th</sup> Progress Report

## C.5 Digital activities

### C.5.1 Digital activities

#### Key points

Project output in focus of activity: digital activities including social media and multimedia

Main target audience: general public, local and regional authorities, SMEs

Responsible partner for implementation: E-Institute, all project partners

Project partners to be involved: all project partners

Indicative timing of activity: 1. 4. 2019 - 31. 3. 2022

#### Description

Digital activities will be an important tool in the communication strategy of the project. Project partners will attract high number of members on social media with connection/invitation to the local social media network. Report of social activity will contain country specific communication actions and outreach on social media.



The video will be developed in order to reach a wide audience and increase the knowledge. The focus will be the pilots result, including interviews with the citizens. It will be in EN with national language subtitles.

Facebook, You tube, Twitter accounts will be open in order to reach a wider audience and ensure multiplier effects. They will be constantly updated with catching information, pictures and messages. All the PPs will contribute to the updates.

On line newsletter will be published every 3 months as well as a promotional video on pilots and project activities will be produces and published at the end of the project.

### Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Promotional video	Number	0	1	Monitoring	4th Progress report 2022
Social network accounts (Facebook, Twitter, You tube)	Number	0	3	Monitoring	1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> and 4 <sup>th</sup> Progress Report 2022
On line newsletter	Number	0	1 (news every 6 months)	Monitoring	1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> and 4 <sup>th</sup> Progress Report 2022

## C.6 Media relations

### C.6.1 Media releases and visits

#### Key points

Project output in focus of activity: Media releases and visits

Main target audience: general public, local and regional authorities, Sectorial agencies, SMEs, education and research institutes, experts.

Responsible partner for implementation: E-Institute, all project partners

Project partners to be involved: all project partners

Indicative timing of activity: 1. 4. 2019 - 31. 3. 2022

#### Description

Energy saving is high interest topic, linked with citizens involvement is increasing the interest and giving new topics of discussion to the newspaper and magazine. The PPs will prepare targeted releases in occasion of the main produced outputs.

During the international conference and local events the media will be invited to attend and a deep explanation of the project will be shared and a visit to the energy office and citizens group.

Media releases and visits from local, regional and national media at the project events and activities are important for the promotion and visibility of the project and project results.



## Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Media releases	Number	0	30	Monitoring	2 <sup>nd</sup> , 3 <sup>rd</sup> and 4 <sup>th</sup> Progress report 2022
Media visits	Number	0	10	Monitoring	2 <sup>nd</sup> , 3 <sup>rd</sup> and 4 <sup>th</sup> Progress report

## C.7 Targeted events

### C.7.1 Local focus group events

#### Key points

Project output in focus of activity: Local focus group events

Main target audience: general public, local and regional authorities, SMEs, politicians

Responsible partner for implementation: Energiaklub Climate Policy Institute and Applied Communications Association, Municipal Utilities Pfaffenhofen, Medjimurje Energy Agency Ltd.

Project partners to be involved: all project partners

Indicative timing of activity: 1. 4. 2019 - 31. 3. 2022

#### Description

18 local focus groups, 6 in each year, will be organized by the end of the project.

Year 1: Local focus groups events - sensibilization and collaboration with the local stakeholder - The improvement of energy plans, the collaboration with the private, with the citizens and with the other local stakeholders will be the main topics of the focus groups, organized with a participative approach also with the politicians. 6 will be organized by the end of May 2020.

Year 2: Local focus groups events - focused on the presentation of tools for citizens involvement - The activities implemented by the energy offices in the target area will be the main focus of the 2nd year events, addressed to improve the knowledge of the citizens on the political activities. 6 local group events will be organized by the end of June 2021.

Year 3: Local focus group events - They will be focused on the presentation to a wider audience of the results of the pilot actions, according to the results implemented in each country. 6 will be organized by the end of March 2022.

#### Monitoring

Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
Local focus groups events year 1 - sensibilization and collaboration with the local stakeholder	Number	0	6	Monitoring	3 <sup>rd</sup> Progress Report



Local focus groups events year 2 - focused on the presentation of tools for citizens involvement	Number	0	6	Monitoring	3 <sup>rd</sup> Progress Report
Local focus group events year 3	Number	0	6	Monitoring	4th Progress Report

# D. Timeline

	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	12	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3
Project communication plan (strategy)	█	█	█	█	█	█																														
ENES-CE logo	█	█	█	█																																
ENES-CE Templates (Branding)	█	█	█	█																																
Project web page	█	█	█	█																																
Leaflet on the Energy Plans and citizens involvement opportunities						█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Infographics on energy saving innovative strategies						█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
International conferences at M12, M24 and M35						█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Participation to 2 external events per year						█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Office and event materials						█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Promotional video						█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Social network accounts		█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█

