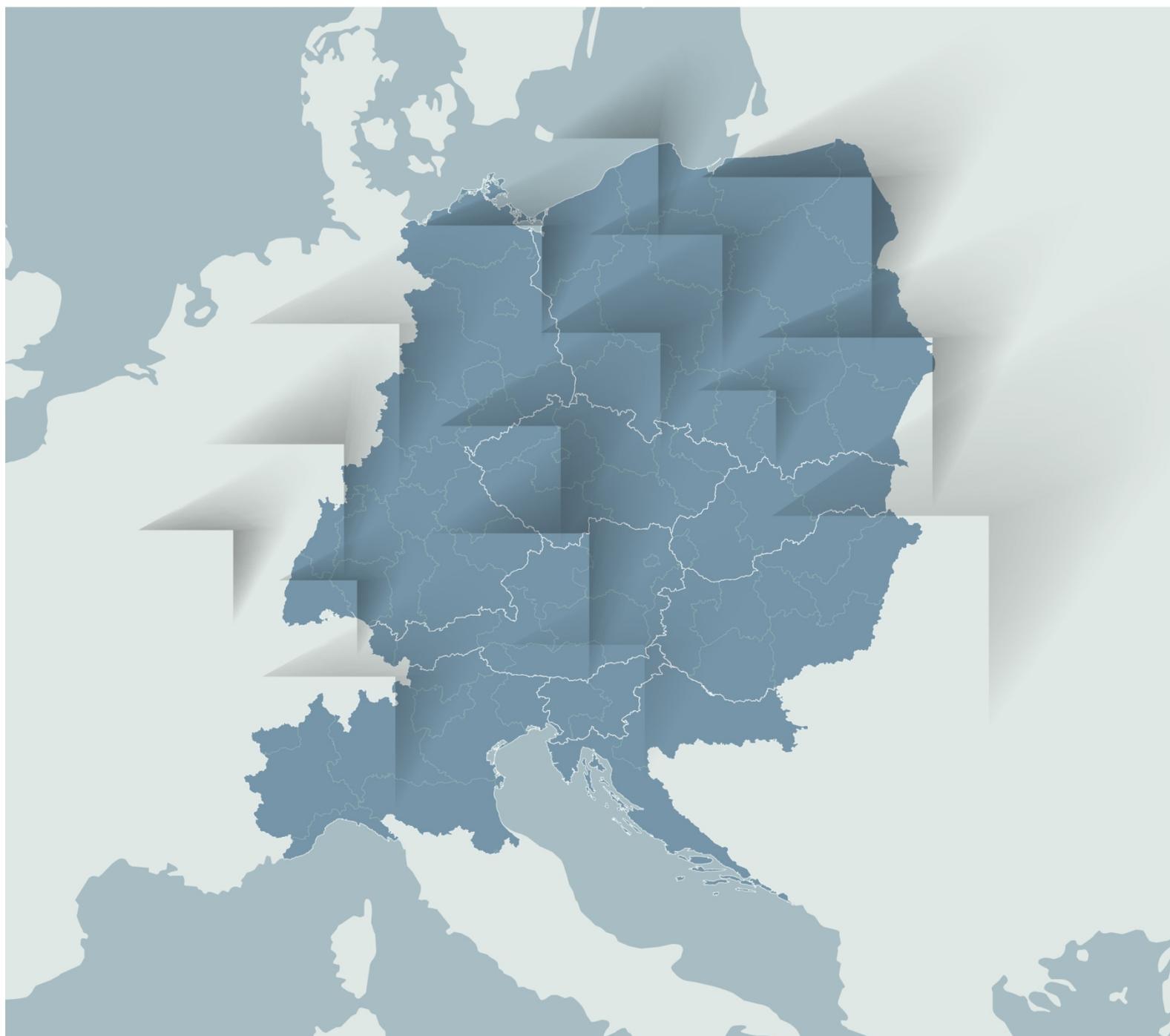

ENERGY@SCHOOL

Communication Strategy

Version **2**
05 | 2017



A. Introduction

ENERGY@SCHOOL is an international cooperation project that aims to increase the capacity of the public sector for implementing energy smart schools. The project will achieve this by applying an integrated approach that educates and trains schools staff and pupils to become Senior and Junior Energy Guardians (EGs). The project foresees to produce a numerous results that will be transferred to other municipalities and schools across Europe:

- 1 Common/Transferrable and 8 customized Strategies for Smart Schools,
- 1 joint and 7 customized Energy Smart - school Management Plans,
- 3 smart phones APPs for EGs,
- 8 tested pilot solutions of EE&RES (Energy Efficiency & Renewable Energy Sources) application in schools under direct contribution of EGs, in the form of Guidelines, Toolbox, Best Practices as reference documents and experiences to capitalized far beyond project end,
- 24 training & education programmes will be provided as adaptable & replicable models for capacity raising and Energy Culture rooting.

We believe the actions of energy saving in schools are necessary because public buildings energy consumption is the second highest expenditure of municipalities' total running costs. At the same time, disparities exist in central European regions regarding planning and implementing performances of proper sector-based strategies, action plans and managerial capacities.

The communication in the project aims to support the change in behaviour of public and regional authorities, schools, agencies to increase the knowledge for EE (Energy Efficiency) and RES (Renewable Energy Sources), in order to minimize the costs of public schools, raise awareness of students, teachers to finally create an energy culture.

Communication will play an important role in promoting Energy Smart Schools idea. Communication will help to raise awareness and inform target groups about the project and create a network of cooperation. The communication strategy described in this document presents how the project plan to promote energy smart school idea and reach the targeted audience.

The strategy is prepared by communication manager - City of Bydgoszcz with the support of Lead Partner and the contribution of all partners so as to take into account their specific demands. Internal communication will be a priority; regular use of low cost ICT tools (Skype, videoconferences, e-mails) will be adopted as a support to project management and monitoring.

The Communication Strategy in the ENERGY@SCHOOL project is to keep the partners focused on announcing the project aims and results to the interested parties (according to target groups specified for each partner in this chapter). The Strategy comprises the basic project information, indicates the planned activities against its deadlines and duration, shows the target groups that should be contacted in the lifetime of the project as to its major milestones.

The Strategy is a joint outcome of the partnership whose aim is to guide the partners in their process of project communication. It is not finished on the day of its writing.

Following the introduction the document will describe the strategic framework for communication (section B). Later, it will be described planned communication activities as foreseen in the application form (section C). Finally, Gantt chart will provide timeline of communication activities (section D).

B. Strategy

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

SUGGESTED STRUCTURE

B.1 Communication to ensure internal involvement of all partners

Internal involvement of partners is described in Internal Communication Manual (ICM), project result no D.M.2.6. ICM is a tool for describing procedures and channels for internal communication among partnership and it is a part of Project Financial and Management Handbook. Internal communication is management task therefore a big role in this tasks is played by the Lead Partner.

There are 12 partners come from 7 countries that need a proper communication and information flow between Lead partner and WP (Workpackage) leaders who organize the project work. However, there are many people involved in the project activities and clear internal communication is needed to organize their work. The succesfull internal communication is when project partners get clear instruction and as a result they deliver expected results. The internal communication is targeted to project partners, therefore each partner has appointed the responsible persons for each tasks (project manager, financial manager, communication manager). They form Transnational Project Management Team (TPMT). Trello platform was established to put all the project findings in one place available for all partners. Trello will serve as management tool, stating deadlines and monitor progress and as repository for all the project results and documents. Working language of the project is English. Main management structure foresee key roles in the project: Lead Partner (LP), WP responsables and project partners. Lead Partner is supported in their management activities by external company DELTA 2000 who is doing day to day management.

Output 1: Internal communication among the partners

Audience	Communication objective	Status quo in 2016	Status quo aimed for in 2019	Key messages	Outline of activities
Work Package Leaders	To help Leaders in coordination of work in WP and project realisation	Have basic knowledge about the Interreg and general vision of project	They achieved results of the WP, cooperated with other partners and and LP	Good communication among partnership, achievement of results	<ul style="list-style-type: none"> ▪ EstablishingTPMT ▪ Working meetings of the project, mailing, phone contacts ▪ Creating Trello for ENERGY@SCHOOL project and keeping it updated ▪ Project and Financial Handbook Manual with Internal Communication Manual
Project partners	To help partners in realisation of	Have general vision of	They achieved	Good communication	<ul style="list-style-type: none"> ▪ Working meetings of the

	the project	project and basic knowledge about procedures	transnational and local results	among partnership, achievement of results	project, mailing, phone contacts <ul style="list-style-type: none"> ▪ Creating Trello for ENERGY@SCHOOL project and keeping it updated ▪ Project and Financial Handbook Manual with Internal Communication
--	-------------	--	---------------------------------	---	---

Evaluation

The Steering Committee (SC) is responsible for monitoring the project implementation. The SC formally approves the strategic project document: ENERGY@SCHOOL Internal Evaluation Plan D.M. 3.6. Evaluation Plan is set to monitor project implementation and will be used for internal reporting every 6 months, internal evaluation reports (D.M 3.7, D.M 3.8, D.M 3.9, D.M. 3.10, D.M 3.11) will be presented to SC members. Each of the periodical evaluation reports will list results, measures to be taken against problems, strength and weak points of work in a specific WP, recommendation for possible improvement. For each of the public events the survey will be prepared to know the satisfaction of the participants. Internal events effectiveness in achieving the best results will be discuss during “feedback sessions” after meetings.

ID	Result indicator	Unit	Baseline value 2016	Target value 2019	Source of data	Reporting
	Positive feedback from participants of events	percentage	0	70	questionnaire	6-monthly
	Approval of evaluation plan by the SC	Number of SC	0	9	SC minutes	6-monthly

B.2 Communication to ensure external involvement in output development

Challenges and results

Main work in the project will be performed by partners internal staff. However, some activities of the project require engagement of specific technical knowledge and expertise that cannot be provided by the project staff. It is foreseen to involve external parties: external experts for performing the work (the external expertise is listed in the budget table in Application Form).

Moreover, project foresees involvement of stakeholders. The challenge of the project is to get them interested in the project work and involve stakeholders from the very beginning. Schools in partners regions will be directly involved in work in all thematic packages. They will be informed about project activities and possibilities of involvement via mail and phone, but mainly during local meetings, where possibilities of discussion are made, to get to know their needs, point of view and proposed solutions.

For thematic package dealing with Energy Guardians Smart School Management Plans (T1) it is foreseen to involve schools in inventory (D.T 1.1.3) and in drawing up and implementation of Energy Guardians Smart School management Plan (D.T.1.6.1). Memorandum of understanding will be signed by Mayors and school Principals. Covenant of Mayors, energy agencies, education, training center will be involved in collection of best practices. D.T 1.2.1.

For thematic package dealing with smart schools strategies and pilot application the stakeholders involved are school staff, teachers and pupils (the ones that form the Junior and Senior team in schools). Their tasks is to create an energy culture through use of tools and plans. Schools will be involved in energy saving competition using application and the energy monitoring system equipped in the schools.

For the thematic package dealing with capacity building for Senior Energy Guardians and new job creation (T3), stakeholders involved are staff of municipalities and schools staff (teachers, technicians), who are directly involved in training activities. The main output is training programmes and raising capacity of Energy Guardians O.T.3.1. They will introduce Energy Guardians idea to all public buildings.

For thematic package dealing with setting up Junior Energy Guardians and creating energy culture main stakeholders are students and pupils. They will be involved in training activities and participate in elaboration of Energy Saving Action Plan and Energy Manual for their schools. They will take part in transnational competition.

Audiences

Output: Cooperation with stakeholders in project realisation

Audience	Communication objective	Status quo in 2016	Status quo aimed for in 2019	Key messages	Outline of activities
Energy agencies, education, training center	Cooperation in collection of best practice	No cooperation regarding project	Common work on collection of best practice	Best practice to be applied in other schools	<ul style="list-style-type: none"> ▪ Personal meetings ▪ Mailing ▪ Phone contact
School staff (teachers, technicians) Senior Energy Guardians	Cooperation in inventory, EGSSMP (management plan) and trainings	Are not involved in project implementation	Common realisation of part of the project	Creation of Energy Culture	<ul style="list-style-type: none"> ▪ Personal meetings ▪ Mailing ▪ Phone contact
Pupils (Junior Energy Guardians)	Cooperation in inventory, EGSSMP (management plan) and trainings	Are not involved in project implementation	Common realisation of part of the project	Creation of Energy Culture	<ul style="list-style-type: none"> ▪ Meetings ▪ Meetings with their teachers to explain the activities ▪ competition
School Principals	To implement plans in their schools	Do not have Smart School Management Plan (EGSSMP)	Accepting EG SSMP by signing the Memorandum of Understanding	Creating Energy Smart Schools	<ul style="list-style-type: none"> ▪ Personal meetings ▪ Mailing ▪ Phone contact

Evaluation

The SC is responsible for monitoring the project implementation. The SC formally approves the strategic project document: ENERGY@SCHOOL Internal Evaluation Plan D.M. 3.6. Evaluation Plan is set to monitor project implementation and will be used for internal reporting every 6 months, internal evaluation reports (D.M 3.7, D.M 3.8, D.M 3.9, D.M. 3.10, D.M 3.11) will be presented to SC members. Each of the periodical evaluation reports will list results, measures to be taken against problems, strength and weak points of work in a specific WP, recommendation for possible improvement. The evaluation plan is focused on achievement of results, but it also contains

evaluation of stakeholder involvement evaluation.

ID	Result indicator	Unit	Baseline value 2016	Target value 2019	Source of data	Reporting
	School staff, teachers, technicians, school Principals and pupils actively involved in project activities	number	0	287 (41 School Principals, 82 Senior EG, 164 Junior EG)	Internal Evaluation report	6-monthly

B.3 Communication to transfer outputs to new target audiences

Challenges and results

Investment decision makers usually concentrate huge financial sources to improve energy efficiency such as building retrofitting, while measurement are the basis for actions that could generate the energy savings too. Pilot activities will be implemented by partners and the pilot results will be communicated to audience Local and regional public authorities should see the benefits of the results of pilots for their own school buildings.

Strategies are to be communicated to local and regional authorities, school managers and sectoral agencies. Experience of project partners can be transferred to other schools/public buildings thanks to strategies which provide methodological information about optimal solutions concerning energy efficiency investments in any kind of school.

Trainings are greatly devoted to be spread among schools, training and educational centres, universities and higher education but also to public authorities. Trainings programmes will build the energy management capacities and improve competences of energy managers, experts, technicians and students. The training will create a new job opportunities thanks to open source mode they will be available for everyone.

Output Pilot actions

Audience	Communication objective	Status quo in 2016	Status quo aimed for in 2019	Key messages	Outline of activities
Local and regional public authority decision makers, mayors and departments directors	Raise awareness and increase knowledge	Public and regional authorities are not aware of energy management system installed in schools	They are aware of project pilot activities, the technical solutions and benefits	The rational use of energy following the principle of EE & RES could "save money to reinvest in smart school - building and education	Leaflets, events, Manual for Energy Smart Schools, barcamp , project brochure, social media, website, newsletter, video "Energy Guardians established in my School", personal networking, media
Junior and Senior Energy	Influence attitude and	Junior and Senior Energy	They are aware of	Save environment	Leaflet, events, Manual for Energy

Guardians in Schools	behaviour	Guardians are not involved in energy saving	project pilot activities and improve behaviour	“save money to reinvest in smart school	Smart Schools, barcamp, project brochure, social media, newsletter, video “Energy Guardians established in my School”
Energy managers in Public authorities	Raise awareness and increase knowledge	Public and regional authorities are not aware of project activities, technical solutions and benefits for them	They are aware of project pilot activities, the technical solutions and benefits	“save money to reinvest in smart school	leaflets, events, Manual for Energy Smart Schools, barcamp, project brochure, social media, website, newsletter, video “Energy Guardians established in my School”, personal networking, media
Sectoral Agencies	Raise awareness and increase knowledge	Public and regional authorities are not aware of project activities and benefits for them	They are aware of project pilot activities, the technical solutions and benefits	“save money to reinvest in smart school	leaflets, events, Manual for Energy Smart Schools, barcamp, project brochure, social media, website, newsletter, video “Energy Guardians established in my School”, personal networking, media

Output Plans and strategies (Smart School Management Plan and Strategy for Smart School)

Audience	Communication objective	Status quo in 2016	Status quo aimed for in 2019	Key messages	Outline of activities
Decision makers of municipal departments deal with energy issues in all project regions	Increase knowledge and change attitude	Do not know about the Smart School Management Plan and Strategy for Smart Schools	Are aware about the strategies and plans and the benefits from signing memorandum of understanding	Our project output Smart School Management Plan helps municipalities to change behaviour in schools. Strategy for Smart Schools will help in	leaflets, events, Manual for Energy Smart Schools, barcamp , project brochure, social media, website, newsletter, video “Energy Guardians

				education on energy matters and improve the capacity for behavioural change. Finally, they will help to save.	established in my School ”, personal networking, media
Mayors in other EU regions	Increase knowledge	Do not know about the Smart School Management Plan and Strategy for Smart Schools	Are aware about the strategies and plans and the benefits from signing memorandum of understanding	Our project output Smart School Management Plan helps municipalities to change behaviour in schools. Strategy for Smart Schools will help in education on energy matters and improve the capacity for behavioural change. Finally, they will help to save.	leaflets, events, Manual for Energy Smart Schools, project brochure, social media, website, newsletter, video “Energy Guardians established in my School” , personal networking, media
Mayors in all project regions	Increase knowledge	Do not know about the Smart School Management Plan and Strategy for Smart Schools	Are aware about the strategies and plans and the benefits from signing memorandum of understanding	Our project output Smart School Management Plan helps municipalities to change behaviour in schools. Strategy for Smart Schools will help in education on energy matters and improve the capacity for behavioural change. Finally, they will help to save.	leaflets, events, Manual for Energy Smart Schools, barcamp, project brochure, social media, website, newsletter, video “Energy Guardians established in my School” , personal networking, media
Energy managers in public authorities	Raise awareness	Do not know about the Smart School Management Plan and Strategy for Smart Schools	Are aware about the strategies and plans and the benefits from signing memorandum of understanding	Smart School Management Plan helps municipalities to change behaviour in schools. Strategy for Smart Schools will help in education on energy matters and improve the capacity for	Leaflets, events, Manual for Energy Smart Schools, barcamp, project brochure, social media, website, newsletter, video “Energy Guardians established in my School”

				behavioural change. Finally, they will help to save.	personal networking, media
School Principals	Change attitude	Do not know about strategies and plans	Trying to introduce the Energy Smart School management Plan for their schools	Smart School Management Plan helps municipalities to change behaviour in schools. Strategy for Smart Schools will help in education on energy matters and improve the capacity for behavioural change. Finally, they will help to save.	Leaflets, events, Manual for Energy Smart Schools , barcamp, project brochure, social media, website, newsletter, video “Energy Guardians established in my School” and “How to become an energy guardians”, personal networking, media.
Sectoral agencies	Increase knowledge	Do not know about the Smart School Management Plan and Strategy for Smart Schools	Are aware about the strategies and plans	Smart School Management Plan helps municipalities to change behaviour in schools. Strategy for Smart Schools will help in education on energy matters and improve the capacity for behavioural change. Finally they will help to save.	Leaflets, events, Manual for Energy Smart Schools, barcamp, project brochure, social media, website, newsletter, video “Energy Guardians established in my School” , personal networking, media.

Output Trainings

Audience	Communication objective	Status quo in 2016	Status quo aimed for in 2019	Key messages	Outline of activities
Decision makers of municipal departments in all project regions	Increase knowledge and change of behaviour /attitude	Do not know about trainings programme	Received information about the trainings for Junior and Senior Energy Guardians	Trainings for Junior and Senior Energy Guardians will help municipalities to build human capacity for energy	Leaflets, events, Manual for Energy Smart Schools, barcamp, project

				management and involve building users in energy saving	brochure, social media, website, newsletter, video "Energy Guardians established in my School", personal networking, media.
School principals	Raise awareness and change of behaviour /attitude	Do not know about trainings programme	Are aware of trainings programme available to implement in their schools and need for improving energy management	Trainings for Junior and Senior Energy Guardians will help municipalities to build human capacity for energy management and involve building users in energy saving	Leaflets, events, Manual for Energy Smart Schools, barcamp, project brochure, social media, website, newsletter, video "Energy Guardians established in my School", personal networking, media
Education and training centre	Increase knowledge	Do not know about training programmes	Are aware of training centre and can use it for their everyday work	Trainings for Junior and Senior Energy Guardians will help education and training centres to learn about the needs and subjects related to energy issues	leaflets, events, Manual for Energy Smart Schools, barcamp, project brochure, social media, website, newsletter, video "Energy Guardians established in my School" and edu video "How to become an energy guardians",

					personal networking, media
Higher education and research	Increase knowledge	Do not know about training programmes	Are aware of trainings and can use it for their educational purposes	Trainings for Junior and Senior Energy Guardians will help higher education and research to prepare their own programmes	leaflets, events, barcamp, project brochure, social media, website, newsletter, video "Energy Guardians established in my School" and edu video "How to become energy guardians, personal networking, media
Technicians of institutions and private in partners area	Increase knowledge	Do not know about training programmes	Are aware of trainings and learn from them	Trainings will help to increase their expertise and knowledge	leaflets, brochure, social media, website, newsletter, video "Energy Guardians established in my School" and edu video "How to become energy guardians", personal networking, media, training materials, website
General public	Raise awareness and change of behaviour /attitude	Do not know about training programmes	Are aware of trainings and need for energy efficiency education	For those who are interested in energy issue trainings will be the source of knowledge	social media, video "Energy Guardians established in my School", personal networking, media, training

Members of family of pupils	Raise awareness and change of behaviour /attitude	Do not know about training programmes	Are aware of trainings and need for energy efficiency education	For those who are interested in energy issue trainings will be the source of knowledge	materials social media, video “Energy Guardians established in my School” and edu video “How to become energy guardians”, personal networking, media, training materials
-----------------------------	---	---------------------------------------	---	--	--

Evaluation

Evaluation

The SC (Steering Committee) is responsible for monitoring the project implementation. The SC formally approves the strategic project document: ENERGY@SCHOOL Internal Evaluation Plan D.M. 3.6. Evaluation Plan is set to monitor project implementation and will be used for internal reporting every 6 months, internal evaluation reports D.M 3.7, D.M 3.8, D.M 3.9, D.M. 3.10, D.M 3.11) will be presented to SC members. Each of the periodical evaluation reports will list results, measures to be taken against problems, strength and weak points of work in a specific WP, recommendation for possible improvement. For each of the public events the survey will be prepared to know the satisfaction of the participants.

ID	Result indicator	Unit	Baseline value 2016	Target value 2018	Source of data	Reporting
	Unique visits to project website as indication of increased awareness on project activities	Number	0	18000 (500 per month)	Google Analytics	6-monthly
	Participants at the project events	number	0	5000 (1200 barcamp, 500 final conference, 3000 students competition, other 300)	List of participants	6 monthly
	Event participants satisfied with information		percentage	94	Questionnaire, internal evaluation report	6 monthly
	Joint communication activities implemented with external stakeholders		0	14	Progress report	6 monthly

C. Activities

C.1 Start-up activities

C.1.1 Communication strategy

Key points

Targeted communication arena:	B.1, B.2, and/or B.3
Outputs in focus of activity (content):	Internal communication, Pilot application, Strategies, trainings
Targeted communication audiences:	partners
Responsible partner:	City of Bydgoszcz
Involved partners:	all
Indicative timing of activity:	09.2016 - 12.2016
Indicative budget (excl. staff costs):	//
Accessible for people with disabilities:	//

Description

The Communication Strategy in the internal document of the ENERGY@SCHOOL project aimed to keep the partners focused on announcing the project aims and results to the interested parties (according to target groups specified for each partner in this chapter). The Strategy comprises the basic project information, indicates the planned activities against its deadlines and duration, shows the target groups that should be contacted in the lifetime of the project as to its major milestones. It is elaborated by Communication Manager - City of Bydgoszcz, with support of all partners.

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
	Project communication created	Number	0	1	monitoring	1 st progress report

C 1.2. Small kick off conference

Key points

Targeted communication arena:	B.2, and B.3
Outputs in focus of activity (content):	all
Targeted communication audiences:	relevant stakeholders
Responsible partner:	each partner in their institution
Involved partners:	all
Indicative timing of activity:	09.2016 - 12.2016
Indicative budget (excl. staff costs):	---
Accessible for people with disabilities:	n/a

Description

Small Kick off conference is to be organized locally by all partners and targeted to main stakeholders such as local, regional authorities, sectorial agency, research institutions, schools, universities. Organisation of the local Kick off aims to trigger their engagement at the very beginning. During the Kick off partners will inform about the ENERGY@SCHOOL project, the aim, the activities and timeline. But mostly about local action and benefits from the international cooperation, moreover, it will be perfect time to involve schools.

The kick-off conference is aimed at raising the awareness about the project, at informing all possible subjects, which may be directly or indirectly involved and informing the general public and the citizens in general.

The early engagement of stakeholders is fundamental in every phase of the project: in particular from the starting phase in order to favor the exchange of best practices and collecting examples from other energy agencies, PAs, etc., in order to involve all decision-making parties to increase the awareness and to stimulate the investment in EE measures, etc.

For each small kick off a media advisory/press release will be prepared and sent out to the media prior to the press conference: the aim will be to inform about the project the relevant EU target groups and stakeholder. At the conferences, a few slides with key information and some images will be shown highlighting the projects.

PP3 sends to all partner information and guidelines about the organisation of small kick off conference.

Monitoring

Communication leader will send instruction to partners how to organize local kick off. Partners will organize local kick off and send the evidence of the meeting (agenda, list of participants, minutes an photo) to the Communication Leader.

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
	Small kick off conference	Number of countries organize kick off meetings	0	7	attendance sheets, minutes, programme and/or invite, photos	1 st progress report

C 1.3. Project posters

Key points

Targeted communication arena:	B.2 and B.3
Outputs in focus of activity (content):	all
Targeted communication audiences:	general public, relevant stakeholders
Responsible partner:	Unione dei Comuni Bassa Romagna
Involved partners:	all
Indicative timing of activity:	10.2016 - 12.2016
Indicative budget (excl. staff costs):	1.200,00
Accessible for people with disabilities:	n/a

Description

Realisation of 2 project posters, format A3, to be placed at the permission of partners and to be used for the promotional activities. The posters will be done in English and in partners languages on the Central Europe template.

The posters are made following the template provided by CE programme and Project Brand Manual but personalizing some elements. The main elements of posters:

- The number of poster are n.2 for each partners: each partners has one posters in national language and one posters in English language. One poster has to be located in partner premises, location visible to the public e.g. entrance and the other can be use in events and so on.
- The posters for the ENERGYSCHOOL project are in total n. 24.
- The posters have the compulsory information as indicated in the template provided by Central Programme and also some further information about the aim (with a short slogan, payoff) and the project activities - project numbers and personalized in the background.
- The slogan is “ More energy, more efficiency, more saving to increase the capacity of the public sector for implementing energy smart schools”
- The "project numbers" are: “41 schools involved; 8 pilot actions; 246 trained people; 12 partners involved“ .

Monitoring

Describe how you are monitoring progress (in addition to project reporting). Use optionally the grid below.

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
	Posters placed at premises	Number	0	24	Photo of posters on the partner premises	1 st progress report

C. 1.4 Project Website

Key points

- Targeted communication arena: B.1, B.2, and/or B.3
- Outputs in focus of activity (content): all
- Targeted communication audiences: general public, relevant stakeholders
- Responsible partner: City of Bydgoszcz
- Involved partners: all
- Indicative timing of activity: All project period
- Indicative budget (excl. staff costs): ---
- Accessible for people with disabilities: yes

Description

The project website will be created on CE platform and will be regularly updated with important information about project realisation, news, events, results.

The basic sections in the “Menu” are:

- About us
- News
- Events (and past events)

Project in numbers
Publications
Contacts

NEWSLETTER REGISTRATION

During the project implementation and following the activities realization, the website will be implemented, some other sections will be add together with the activities information and project results (As documents, video etc) will be add.

PP3 provides instruction and indications to PPs about the information needs for updated and implemented website project.

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
	Website visits	Number	0	18000	Google analytics	6 monthly

C.2 Digital activities including social media and multimedia

C. 2.1. Newsletter ENERGY@SCHOOL ON AIR

Key points

- Targeted communication arena: B.2 and B.3
- Outputs in focus of activity (content): all
- Targeted communication audiences: general public, relevant stakeholders
- Responsible partner: City of Bydgoszcz
- Involved partners: all
- Indicative timing of activity: All project period
- Indicative budget (excl. staff costs): ---
- Accessible for people with disabilities: yes

Description

~~Newsletter will be issued every 4 months, it contains activities, results achieved and expected, upcoming events. The newsflash will be integrated to the website and social media.~~

Periodical 4-months newsletter on project proceeding, activities, results achieved and expected, upcoming events.

The newsletter is prepared by PP3 in English language; based on it, all partners translate the text in own national language and send the text to PP3.

PP3 adapt the national texts provided by PPs in the jointly common newsletter template and send to all partners his national version of newsletters for the dissemination in each own area/territory. The light newsflashes contained in the newsletters will be integrated to the website and social media for further insights and ensure potential dialogue on news.

For the dissemination of newsletter by e-mail each partner will create a specific mailing list considering the target audience of newsletter.

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
----	------------------	------	----------------	--------------	----------------	-----------

Newsflashes send to stakeholders and target groups and put on social media and website	Number	0	9	Monitoring	6 monthly
--	--------	---	---	------------	-----------

3.2 . Storytelling video ENERGY GUARDIANS ESTABLISHED IN MY SCHOOL

Key points

Targeted communication arena: B.2, and B.3

Outputs in focus of activity (content): O./T 2.2, O.T 3.1,

Targeted communication audiences: general public, relevant stakeholders

Responsible partner: City of Bydgoszcz

Involved partners: all

Indicative timing of activity: 01 - 05.2019

Indicative budget (excl. staff costs): ~~---89.165,00 Euro for realization of storytelling video and energy manual (D.C.2.2 and D.C.2.3)~~ 8.000,00 as service cost for the realization of video storytelling and web campaign for the dissemination & promotion of storytelling on web channels

Accessible for people with disabilities: yes

Description

The short video about setting up management system and smart meters in schools will be produced. The storytelling and edutainment approaches will be used. It will be disseminated to students, teachers and technicians, mainly by the web channels.

Story telling video will be disseminate only through online channels, no DVD will be realized. For the dissemination PP3 will realized a wider web marketing campaign with the aim to disseminate and promote the storytelling by internet, social media, web media etc.

For realizations of storytelling video, each partners provided video, text, audio and/or images materials and inputs (by staff or external experts supports).

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
	Video distributed	Number	0	1	Monitoring	6 th progress report

C.3.3. Educational video tutorial HOW TO BECOME AN ENERGY GUARDIANS

Key points

Targeted communication arena: B.2, and B.3

Outputs in focus of activity (content): O.T 4.1, O.T 4.2
 Targeted communication audiences: relevant stakeholders
 Responsible partner: City of Bydgoszcz
 Involved partners: all
 Indicative timing of activity: 01-05.2019
 Indicative budget (excl. staff costs): ~~89.165,00 Euro for realization of storytelling video and energy manual (D.C.2.2 and D.C.2.3)~~ 50.000,00 Euro
 Accessible for people with disabilities: yes

Description

The video will contain recorded sessions of training for senior energy guardians and training materials and tools produced developed and supplied during the activities project realized in the WP 3. It will be available as an open education resources and put on the website. It will be hosted in the website as Open Educational Resources. It will be create a space on a specific Youtube channel created for the project. It will be available in 7 partners languages.

The estimate cost for senior communication expert to contribute to realize and contribute to Videos realisations in each territories (D.C.2.3.) but also to give inputs and video materials for storytelling video (D.C.2.2) for about 3 months will be of 50.000,00 Euros.

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
	Education videos tutorial put on the website	Number	0	7	Monitoring	6 th progress report

C.4 Media relation

4.1. Media releases

Key points

Targeted communication arena: B.2, and B.3
 Outputs in focus of activity (content): all
 Targeted communication audiences: general public, relevant stakeholders
 Responsible partner: City of Bydgoszcz
 Involved partners: all
 Indicative timing of activity: 06.2019
 Indicative budget (excl. staff costs): ---
 Accessible for people with disabilities: yes

Description

Each partner will prepare media release at the occasion of most important activities, such as local kick off, local and international meetings, realisation of investment, school competition etc. Based on media releases it is foreseen that publication will be produced in printed or/and digital version.

In the definition of press release it will consider the key messages and inputs defined in the communication strategy.

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
	Media releases handed over to press	Number	0	20	Monitoring	6 monthly

4.2. Personal networking

Key points

- Targeted communication arena: B.2, and B.3
- Outputs in focus of activity (content): O.T 4.1, O.T 4.2
- Targeted communication audiences: relevant stakeholders
- Responsible partner: City of Bydgoszcz
- Involved partners: all
- Indicative timing of activity: 06.2019
- Indicative budget (excl. staff costs): ---
- Accessible for people with disabilities: yes

Description

The relevant professionals will be involved in project via direct contact and using existing cooperation contacts.

In particular thank to the existing personal networking and contacts of technical partners involved in the project it will be possible the informing and involving of other relevant key target professionals, agency, also other bodies and entity involving in similar projects/project with similar aims.

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
	Personal networking with professionals	Number	0	100	Monitoring	6 monthly

C.5 Publication

5.1. Leaflets

Key points

Targeted communication arena: B.2, and B.3
 Outputs in focus of activity (content): all
 Targeted communication audiences: relevant stakeholders
 Responsible partner: City of Bydgoszcz
 Involved partners: all
 Indicative timing of activity: 11.2016 - 02.2017
 Indicative budget (excl. staff costs): ---
 Accessible for people with disabilities: yes

Description

Leaflet will be produced at the beginning of the project to give a basic information and summary of the activities. The main aim of leaflet is to provide a brief overviews about the project and attract and stimulate the curiosity of target audience to visit the website, where more related information are available, and to search for more information about the project, activities, results and outputs.

The Leaflet will be produced on CE templates, in English and national languages version. The leaflet will be distributed on line, put on the social media, in the website and the information about it will be also give by e-mail and by the website of project partners . If the need arise the leaflet might be printed by partners themselves.

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
	Leaflet	Number	0	1	Monitoring	1 st reporting period

5.2. Project brochure

Key points

Targeted communication arena: B.2, and B.3
 Outputs in focus of activity (content): all, mainly O.T 2.2
 Targeted communication audiences: relevant stakeholders
 Responsible partner: City of Bydgoszcz
 Involved partners: all
 Indicative timing of activity: 01-03.2019
 Indicative budget (excl. staff costs): 6.000,00 Euros
 Accessible for people with disabilities: yes

Description

Project brochure will present a brief portraits of the pilot actions so pilot actions stories might be presented in English and PP languages. It will be disseminated in schools participating in project, universities during the project events.

It is very important to disseminate and share the information about the project and the results of pilot actions, in order to reach the foreseen target groups and also the general public it is important to use not only web & online instruments, but also other traditional tools, such as the printed brochures. In particular, we will realized about 12,000 copies of the brochure.

In each area the brochures will be handed over to the participating schools, including the students and municipalities involved, but also to the local schools which are not directly involved in the project, to local stakeholders, local universities, local and regional public authorities, and during the multiplier events: in each area we will deliver about 1,500 brochures.

Furthermore, the brochures will be handed over at the final conference & dissemination event ENER.GAR.DAY and ENERGY GUARDIAN BARCAMPs (an estimated 1,500 copies).

For project brochures and communication material, each partners will monitor the material that will be distributed : in particular will be used specific “monitoring modules for distributed materials” with indication of number of copies disseminated, events and place and/or indication of recipient of materials distributed etc.

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
	Project brochure	Number	0	12000	Monitoring	6 th reporting period

5.3. Manual for Energy Smart Schools

Key points

- Targeted communication arena: B.2, and B.3
- Outputs in focus of activity (content): O.T 4.1, O.T 4.2
- Targeted communication audiences: relevant stakeholders
- Responsible partner: City of Bydgoszcz
- Involved partners: all
- Indicative timing of activity: 08-09.2018
- Indicative budget (excl. staff costs): ~~4.000,00 Euros~~ 35.165,00 €
- Accessible for people with disabilities: yes

Description

~~The manual will assist school decision makers in planning, financing and operating schools that are energy efficient.~~

The Manual will assist school decision makers in planning, financing, operating, maintaining EE high performance schools. It contains also education and training insights for building industry professionals. The specific summary and index will be define jointly by pps following the inputs of

PP3 together with suggestion in particular of scientific partner project.

Printed and available as open resource on web site, partners website, etc.

The estimate cost for senior communication expert to contribute to realize Manual for energy smart schools for about 3 months will be of 31.165,00 € + cost for graphic and printing of n. 2400 Manual for ESS = 4.000,00 € for a total = 35.165,00 €.

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
	Manual for Energy Smart School	Number	0	2400	Monitoring	4 th period

C.6 Public events

6.1. Final public conference and dissemination event ENERGY GUARDIAN DAY

Key points

Targeted communication arena: B.1, B.2, and B.3

Outputs in focus of activity (content): all

Targeted communication audiences: general public, relevant stakeholders

Responsible partner: LP

Involved partners: all

Indicative timing of activity: 04.2019

Indicative budget (excl. staff costs): 2.000,00 Euro (quantify together with the final project meeting and final SC in the WP Management)

Accessible for people with disabilities: yes

Description

The final conference will be combined with last project meeting, when Steering Committee and project management sessions take place. During the final conference the international press conference take place, thematic sessions on project results. It will be the biggest public event for the project and aimed to disseminate project 3 years work results. The important part will be discussions and exchange between participants so the future networking might be established.

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
	Final project conference	Number	0	1	Monitoring	Last report

6.2. Participation in EC and Central Events

Key points

Targeted communication arena:	B.1
Outputs in focus of activity (content):	all
Targeted communication audiences:	partners
Responsible partner:	LP in particular and all
Involved partners:	LP in particular and all
Indicative timing of activity:	06.2019
Indicative budget (excl. staff costs):	1.800,00
Accessible for people with disabilities:	n/a

Description

Lead Partner and other partners in particular PP3 as communication responsible will participate in specific events organized by JS Central Europe Programme and National Contact Point in the countries of project partners

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
	Participation in EC and CE events	Number	0	9	Monitoring	6 monthly

6.3. Participation in multiplier events

Key points

Targeted communication arena:	B.1
Outputs in focus of activity (content):	all
Targeted communication audiences:	partners
Responsible partner:	all
Involved partners:	all
Indicative timing of activity:	06.2019
Indicative budget (excl. staff costs):	4.260,00 Euro
Accessible for people with disabilities:	n/a

Description

Partners will participate in national and European events related to energy efficiency, RES, as active participants. The aim is to engage more people in the project. Each partner will participate in at least one event , at least 1 national event during the project period of 3 years.

Please not that the “Participations in multipliers events” have to be:

- participation in national or European events linked to **thematic** of energy saving and/or RES - EE
- an **active participation** with the roles of speakers for project presentation or active participation in thematic working groups

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
	Participation in other events	Number	0	12	Monitoring	6 monthly

C.7 Targeted events

7.1. Energy at school barcamps

Key points

- Targeted communication arena: B.2, and B.3
- Outputs in focus of activity (content): all
- Targeted communication audiences: general public, relevant stakeholders
- Responsible partner: City of Bydgoszcz
- Involved partners: all
- Indicative timing of activity: 01-05.2019
- Indicative budget (excl. staff costs): 19.000,00
- Accessible for people with disabilities: yes

Description

Partners will organize barcamps in their regions. It will be user-generated conference, open, participatory workshop-events, with the content provided by participants. The barcamp will be based on best practices of energy saving, EE and RES. It will be organized using wiki and social network. The video of the event will be produced and published.

In detail more information about the BarCamps:

- It has a self-organizing, informal character, relying on the passion and the responsibility of the participants, no detailed agenda, only short main theme presentations, main go topics, sharing ideas, asking questions, workshops, content and presentation of they work,
- attendees (students, pupils, school staff, other stakeholders) schedule sessions by writing on a whiteboard or putting a Post-It note on a 'grid' of sessions, all attendees are

encouraged to present themselves

- BarCamp makes their organizational process freely available (but registration required - oorganized using also FB and other social media)
- everyone is also asked to share information and experiences of the event via public web channels, including blogs, photo sharing - stakeholders,
- free network access, usually WiFi ,
- every PPs organized BARCAMP with support of external communication expert (budget line),
- a national video of the events will be published on PPs websites, disseminated at schools and it will be possible in local TV,
- more stakeholders, dissemination of idea of the project, social benefits, cooperation, new ideas for further project
- PP3 will prepare further specific brief and information to all partner for the barcamps organisations.

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
	Barcamps organized	Number	0	7	Monitoring	6 th reporting period

C.8 Promotional materials

8.1. Energy at School T-shirts

Key points

- Targeted communication arena: B.2 and B.3
- Outputs in focus of activity (content): -
- Targeted communication audiences: students, pupils and their families, general public
- Responsible partner: City of Bydgoszcz
- Involved partners: all
- Indicative timing of activity: 01.2019
- Indicative budget (excl. staff costs): 18.000,00 Euro (budget for LP and PP3)
- Accessible for people with disabilities: yes

Description

T-shirt of ENERGY@SCHOOL project.

The T-shirt will be based on cotton t-shirt. Each t-shirt will be personalized with logo of ENERGY@SCHOOL, CE programme, Pay off of the project, web site link and images. The personalization will be in front side and back side, in four-color process, realized in S/M - L -XL - XXL sizes . The t-shirt of ENERGY project will be distributed in the schools for students and other stakeholders as schools staffs to sensitize about the theme / aims of energy saving and energy efficiency. The t-shirts could be a very simple and important communication tools for reach a very

large public and a wider dissemination of project in one the main target audience :students, and in particular to reach not only schools in the involved schools but also friends in other schools, families, parents and so on.

Monitoring

ID	Output indicator	Unit	Baseline value	Target value	Source of data	Reporting
	T-shirt	Number	0	800 3.600	Monitoring	Last reporting period

C.9 Further proactive activities

Key points

- Targeted communication arena: B.2 and B.3
- Targeted communication audiences: general public
- Responsible partner: City of Bydgoszcz
- Involved partners: all
- Indicative timing of activity: 09.2017 - 06.2019
- Indicative budget (excl. staff costs): no further budget costs are foreseen (*1.000 € just in case of poster in public buses, trams, etc that will be cover by PPs with budget resources in respect of flexibility rules*).
- Accessible for people with disabilities: yes

Description

Action C.9.1 - Energy@school though website and social media

An action will be realized in particular by web site and social media for stimulate in the citizens and the stakeholders a proactive actions: *Test game on line* by a test on line with suggestions action for reduce energy consumption and stimulate the anticipatory behavior. For the participants who realized a high score (So more than a limit prefix of correct reply) it will be foreseen a virtual / pdf certificate of “Certificate of energy saver” with project logo, link to web site, etc.. It could be further shared in the social/facebook for a wider communication

Action C.9.2 - Advertising action in public transport

1st step: poster in public buses, trams and/or in public buildings, with e.g. curious question and project logo/website QR code .
2nd step: after 7 days poster with answer and logo and we encourage to visit website, FB and other socials.

D. Timeline

WHEN - START AND END	WHAT? - TASK	WP/ACT.
September - December 2016	Communication Strategy	WP C. / ACT. A.C.1.
September - December 2016	N. 7 small kick off conference	WP C. / ACT. A.C.1
September - December 2016	Project posters layout preparation by LP + PP3, sharing to the all PPs, printing by LP, Project website : update web page on CE platform by PP3- implementation website using input and info by PPs	WP C / ACT . A.C.1.
December 2016 -February 2017	Newsletter energy@schools -1 st periodical 4-th months newsletter All pps : contents and implementation, translate in local language and disseminate by email and online i PP3 & LP Definition template, pp3 defining contents	WP C / ACT . A.C.2
October 2016- February 2017	Leaflets (in digital format) project prepared by LP in cooperation to PP3, where will be present the content, the objective and logical framework of Energy@school project	WP.C ACT.C.4
February 2017	Newsletter energy@schools - 2nd periodical 4-th months newsletter	WP C / ACT . A.C.2
June 2017	Newsletter energy@schools - 3 rd periodical 4-th months newsletter	WP C / ACT . A.C.2
October 2017	Newsletter energy@schools - 4 th periodical 4-th months newsletter	WP C / ACT . A.C.2
February 2018	Newsletter energy@schools - 5 th periodical 4-th months newsletter	WP C / ACT . A.C.2
June 2018	Newsletter energy@schools - 6 th periodical 4-th months newsletter	WP C / ACT . A.C.2
August-2018-September 2018	Energy manual will be printed by PP3	WP T.C.4
October 2018	Newsletter energy@schools - 7 th periodical 4-th months newsletter	WP C / ACT . A.C.2
December 2018 - January 2019	T-shirts	WP C/A.C.7.
January 2019 - May2019	ENERGY@SCHOOLS barcamps	WP C. / A.C.6.
January 2019-March 2019	Project brochure - a diary will be realized for the EGs to collect in a simple way (picture, symbols, etc.) the results of Pilot action and to show the rules for improve EE by Junior EGs	WP C / A.C.4
February 2019	Newsletter energy@schools - 8th periodical 4-th months newsletter	WP C / ACT . A.C.2
March 2019 - April 2019	Final public conference & dissemination event ENER.GUARD.DAY	WP C / ACT. C.5
January 2019- May 2019	STORY TELLING Energy Guardians established in the school - the voice will be realized in English language, and the subtitle in mother tongue. Content and picture will be done by all PPs (by external services or staff in according with own budget); the concrete realization by PP3	WP C, A.C.2
January 2019- May 2019	VIDEO "How Became an Energy Guardian" - the voice will be in English with subtitle in mother tongue, Content and picture will be done by all PPs (by external services or staff in according with own budget); the concrete realization by PP3	WP T.C A.C..2
June 2019	Newsletter energy@schools - final and 9th periodical 4-th months newsletter	WP C / ACT . A.C.2
September 2016-June 2019	Media publications printed or in digital version on local, national, and international describing project relevant issues - Key message and inputs defined in Communication strategy	WP C AT. C.3

September 2016-June 2019	Personal networking	WP C AT C.3
September - June	Participation to EC and CE events + Participation in multiplier events	WPC AT.C.5

E. Annexes

List here any relevant annexes including annual communication work plans to which you have referred in the strategy document, such as relevant studies, SWOT analyses, influence-interest or other stakeholder analyses etc.

\