

New Energy Solutions Optimised for Islands



EUROPEAN ISLANDS FACILITY

D8.1: Communication and Dissemination Strategy

WP8, T8.1

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Technical references

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- * PU = Public
 PP = Restricted to other programme participants (including the Commission Services)
 RE = Restricted to a group specified by the consortium (including the Commission Services)
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Executive Summary

The NESOI Communication and Dissemination Strategy (Task 8.1) is prepared on the basis of the general description of the dissemination and communication strategy (Annex I of the Grant Agreement, Part B) and the specific Tasks description in the Work plan Table WP8 of Annex I “Description of Action” of the Grant Agreement (GA).

Dissemination and awareness activities are a core part of the NESOI project and will ensure that the tools and results developed within the project are communicated and exploited by relevant target audiences. In the longer term, communication and dissemination activities will increase project impact by maximising the opportunities for the projects results and business tools to be used and exploited on after the project’s end.

The present document describes the overall communication strategy for the consortium. It outlines how ZABALA as Work Package 8 leader will coordinate these efforts together with the rest of the project partners. All partners are required by the Grant and Consortium Agreements to disseminate their generated results and all are requested to contribute to communication and awareness raising activities, by proactively looking for dissemination opportunities and making their own dissemination channels available, in order to reach an EU-wide audience.

This document entails the identification of target audiences (WHO), the tailoring of the messages towards these target audiences (WHAT), the decision on the best channels and tools to reach the target audiences (HOW) and the development of a detailed implementation plan (WHEN). What’s more, this plan proceeds by presenting information on target audiences of the project, as well as the identified routes for reaching these audiences. In addition, the plan will outline the role of the consortium partners to ensure proper dissemination and exploitation of generated outputs and knowledge.

This document should be considered as a reference for project partners when conducting communication and dissemination activities. It will be updated on a 6-month basis throughout the project. Subsequent versions will provide an overview and evaluate the impact of past activities, adapt the strategy and plan future activities accordingly.

The key objectives of the Communication and Dissemination Strategy are to:

- Develop a sound communication and dissemination strategy,
- Equip the project with an attractive identity and communication tools,
- Develop impactful and visible communication and marketing activities,
- Disseminate at best the project, the cascade calls and successful islands projects,
- Foster the cooperation and interaction with relevant initiatives at EU, national and regional level.



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Introduction

The goal of The EU Island Facility - NESOI is to unlock the potential of EU islands to become the locomotives of European Energy Transition by mobilising more than 100 M€ of investment in sustainable energy projects to an audience of 2.400 inhabited EU islands and give the opportunity to test innovative energy technologies and approaches in a cost-competitive way.

In short, the European Island Facility- NESOI has three key objectives:

1. Promote investments for energy transition in the islands
2. Facilitate the decentralization of energy systems
3. Contribute to EU policies and the achievement of 2030 targets

NESOI works in close contact with the Clean Energy for EU Islands Secretariat - created to facilitate the clean energy transition on EU islands from the bottom up; and brings it one step forward by providing to islands training, technical support, cooperation opportunities and robust funding opportunities to concretely convert Island Sustainable Energy Action Plans into Renewable Energy Sources (RES) plants, building and energy infrastructure retrofiting, energy bills reduction, local job creation and more. This entity will be also a key to spread the communication and dissemination efforts through-out the life cycle of NESOI.

To achieve this, NESOI is in the process of building a platform able not only to provide first-step funding for islands energy transitions plans, but also a one-stop-shop for islands where to find ideas and effective organisational, technical and financial instruments for the whole value chain of a project.

A key challenge for the project is to reach out to stakeholders on islands and local communities, to raise awareness on existing opportunities and present the new tools developed within the project to help them seize these opportunities. All relevant types of stakeholders are targeted and considered in the development of dedicated communication and dissemination activities. The combined expertise of the consortium partners will feed the islands energy needs with practical experience and result into energy transition actions.



1 Communication and Dissemination Obligations

This section outlines the procedures for Dissemination and Communication as presented in Articles 29 and 38 of the Grant Agreement and in Article 8 of the Consortium Agreement. Specific information relating to the NESOI consortium and activities following the EU legislation are presented.

1.1 Obligations for dissemination and Open Access

According to Article 29.1 of the Grant Agreement, each partner of the NESOI project is obliged to disseminate the results of the action at the earliest convenience after its creation. Dissemination activities will remain compatible with the protection of intellectual property rights, confidentiality and personal data protection obligations, and the legitimate interests of the owners of the results. A beneficiary must provide a prior 45-day notice to other beneficiaries on the disseminated results. Then, the objections must be sent within 30 days of receiving the initial notification.

Regarding open access, Article 29.2 of the Grant Agreement requests project partners to ensure free of charge online access to all peer-reviewed scientific publications relating to the project results. Moreover, each beneficiary must ensure open access to the bibliographic metadata including the following:

- the terms “European Union (EU)” and “Horizon 2020”;
- the name of the action, acronym and grant number;
- the publication date, and length of embargo period if applicable, and
- a persistent identifier.

For detailed information on the rules related to the obligations related to the dissemination activities and open access, partners shall refer to the Grant Agreement and Consortium Agreement for the aforementioned Articles.

1.2 Visibility of EU funding

In line with Article 29.4 of the Grant Agreement, all communication activities and the results related to the project (including electronic forms) must include both the EU emblem and the following text:



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1.3 Roles and responsibilities of partners

To ensure timely and accurate publication of project information on the project website and social media channels, Work Package leaders are required to keep Zabala informed of newsworthy developments within their Work Packages. The following chart represents the projects “Communication team” whereby at least one member of each partner is responsible for providing the WP8 leader with:

- updated information on project activities,
- support in identifying appropriate dissemination opportunities,
- reviewing and validating the communication materials produced,
- ensuring smooth communication within their organisation about the project and its promotional activities,
- any other ad hoc communication actions agreed amongst the consortium.

Table 1 Consortium Contact Information

Partner	Contact Person	Email
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HAEE	Alexia Timotheou	a.timotheou@haee.gr



2 Approach and Objectives

This plan contains the main strategic and operative guidelines that shall govern the overall communication strategy. It constitutes the core document outlining the WP8 activities and develops a detailed and harmonized dissemination and communication strategy including NESOI targets, key messages, visual identity, reporting templates, online and offline channels.

Dissemination and communication activities aim at establishing a community of interest around the project and at maximising outreach and impacts both at a European/global and at a local/regional/national level.

NESOI partners will play a key role in the execution of the Communication & Dissemination (C&D) strategy as they represent the most important ambassadors and multipliers for disseminating and communicating messages, achievements and results towards stakeholders as well as local citizens.

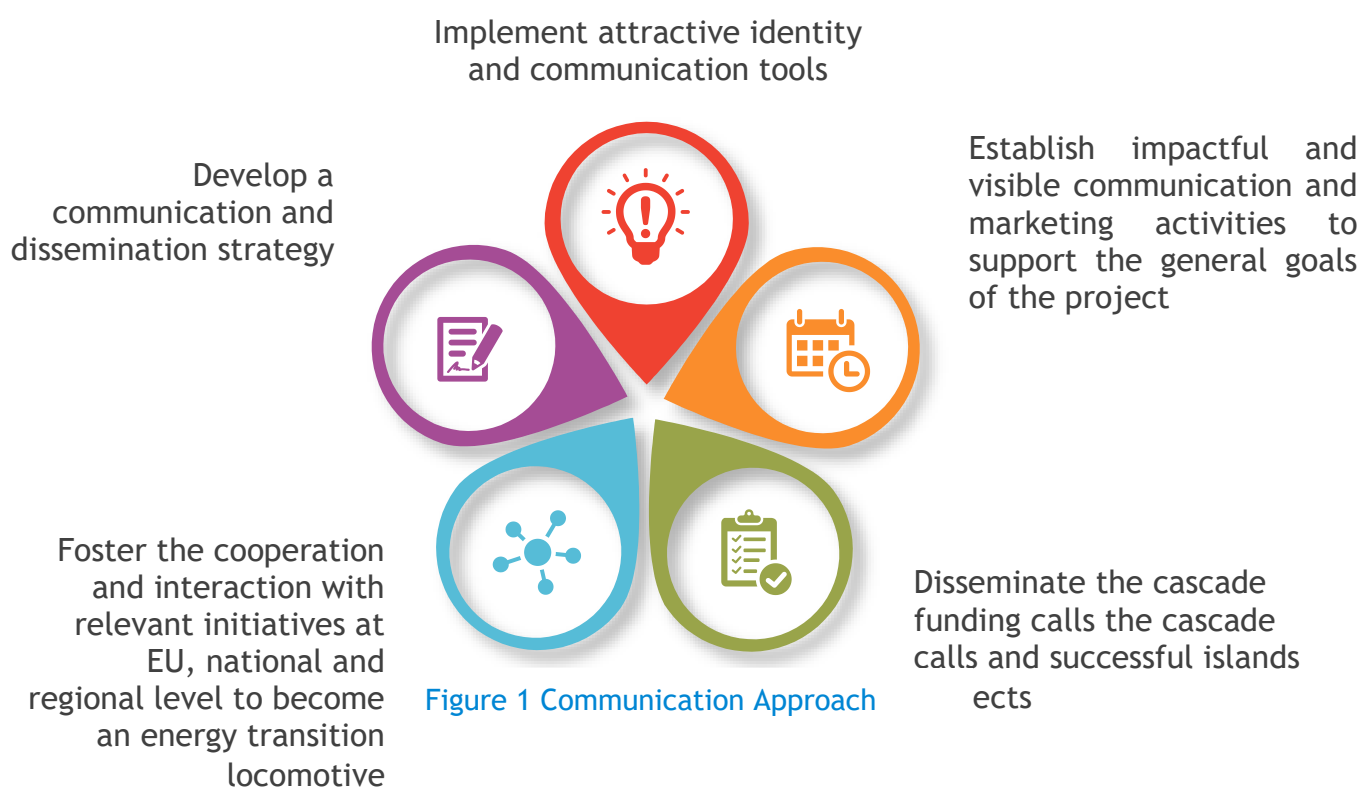


Figure 1 Communication Approach



3 Target Audience

A key aspect of the project is to disseminate the opportunities to the widest possible audience to guarantee their success. As a matter of fact, it is clear to the whole consortium that an ineffective dissemination and communication strategy would hamper NESOI objectives.

In order to support and promote high quality initiatives/projects within the islands, the project's partners are already contacting the relevant stakeholders to identify their needs/wishes/capabilities within WP1 activities and, in parallel, promoting the project. The key message about the next steps expected and required interactions between NESOI and islands' stakeholders are being communicated to maintain a high interest. It is clear that in parallel to an event-based dissemination and communication plan, a constant interaction with such subjects is required.

The identification of target audiences is essential in assuring that the messages are produced and distributed effectively. A list of stakeholder audiences has been drawn up to better adapt dissemination activities depending on their role.

To target the below mentioned audience, NESOI will implement communication and dissemination activities dedicated specifically to professional and stakeholders' communities on one side and islands citizens and local communities on the other. The citizen engagement and co-ownership will play a key role in transferring EU-level C&D activities at a local level. Consortium partners will strive to spread the NESOI C&D activities through their existing networks and channels to reach the local citizens and stakeholders.

Table 2 Target Audience

STAKEHOLDER*	GOAL	DISSEMINATION MEANS	TYPE OF INFORMATION
Local governments and communities	Engagement for calls	Communication materials: Videos, Brochure	Information about the call conditions, criteria, funding
European institutions	Dissemination will focus on identifying and engaging potential applicants	Website and Social media	General project updates
National, regional and local governments		Webinars	Policy briefs
Public bodies at European, national or regional levels	Raise awareness of the energy transition on islands	Campaigns to promote the call	
		Capacity Building Workshops	
		Portfolio of island stories	
		Press releases & Newsletters	
		Relevant events	
		Direct contact whenever possible via the partners' network	



Businesses and entrepreneurs	Engagement for calls	Communication materials: Videos, Brochure	Information about the call conditions, criteria, funding
Industry associations	Identifying and engaging potential applicants	Website and Social media	Project updates and activities
Current rural entrepreneurs and businesses	Foster business collaboration in regard to energy transition on islands	Webinars	Information on Capacity Building Workshops
Entrepreneurs and businesses in other sectors		NESOI platform	
Future entrepreneurs		Campaigns to promote the call	
Innovation agencies		Capacity Building Workshops	
Innovation consultants and specialists		Portfolio of island stories	
		Press releases & Newsletters	
		Relevant events	
		Direct contact whenever possible via the partners' network	
Islands associations	Facilitators towards local authorities in terms of communication and support	Communication materials: Videos, Brochure	Information about call conditions and benefits of participation as end users for the use cases
European, national and local networks for islands	Knowledge exchange through capacity building activities and training	Website and Social Media	Project updates and activities
Local islands clusters and networks	Support collaboration and networking	Portfolio of success stories	
Networks to support energy transition		EU relevant events in the field	
		NESOI platform	
		Workshops	
		Dissemination events	
Financial institutions	Facilitators towards local authorities in terms of economic support	Dissemination events	Information about the role of the financial institutions in association with the public authorities to develop the investment concept
Investors	Raise awareness on financial opportunities in the field	Conference participation	
		Website	
		Communication materials: brochure, videos	
		Portfolio of island stories	
		NESOI platform	
Policy makers	Funnel to gather information through consultation	Website & Videos	Information from experts to promote the development of effective policies for islands energy transition
		Social Media: Twitter interaction	Policy briefs and recommendations
		Portfolio of island stories	
		Workshops, webinars & final event	
Other initiatives, H2020 projects	Seek for synergies	Website & calls	General information about the project, services and calls, results and advances
	Knowledge exchange	Joint events	
		Webinars & final NESOI event	



Media and specialized journalists	Offer information and influence the rest of the identified audiences	Press releases, press Media Kit Journalistic articles, interviews Media Corner on the website Interaction on Twitter Islands stories and field visits	General information about the project, services and Open Calls, results and advances to reach all the identified kind of audience Project updates and activities
General public	Raise awareness to promote public participation and social acceptance towards energy transition Improve attractiveness of the energy related actions	Energy Days in the islands Specific campaigns to raise awareness Workshops and events Website & Social Media Communication materials: brochure, videos	Information about the project, benefits of the services for their daily lives, knowledge about the European strategies in the field Overview of available opportunities Project updates and activities
Rural communities Citizens organisations Individual consumers	Raise awareness to promote public participation and social acceptance Knowledge exchange through capacity building activities and training;	Energy Days in the islands Specific campaigns to raise awareness Workshops and events Website & communication materials NESOI platform	Information about the project, benefits of the services for their daily lives, knowledge about the European strategies in the field Project updates and activities
Research centres and universities	Enhance knowledge exchange Support further research Foster development of new ideas to facilitate energy transition on islands	Communication materials: Videos, Brochure Website Webinars Capacity Building Workshops Portfolio of island stories Scientific conferences and events Scientific publications Original articles NESOI platform	Information about the project Research opportunities



3.1 Detailed Overview of Stakeholders

Public bodies:

- European Commission (DG: Energy, Move, Environment, Mobility and transport, Climate Action, Research and Innovation, Maritime Affairs and Fisheries, Regional and Urban Policy)
- European Parliament (particularly members in the following committees: Agriculture and rural development, Environment, Public Health and Food safety, Industry research and energy, Employment and social affairs)
- Committee of the regions (DG: Energy, Move, Environment, Mobility and transport, Climate Action, Research and Innovation, Maritime Affairs and Fisheries, Regional and Urban Policy)
- European Economic and Social Committee

General public:

- Environmental NGOs (i.e. BirdLife Europe, European Environmental Bureau, GreenPeace international, etc.)
- Citizens and civil society organisations (i.e. ECOS)
- Private citizens

Investors:

- Development Banks
- National and private banks and funds for energy transition
- Infrastructural funds and private investors in energy industry
- Private foundations for energy transition
- Public crowdfunding

Businesses and entrepreneurs:

- Sectoral energy and rural organisations
- European, national and regional innovation agencies
- Innovation management consultants (i.e. Gate2Growth)
- Environmental consultants
- Business journalists specialising in agricultural topics

Research centres:

- Departments of universities specialising in energy transition (i.e. Hanze UAS)
- Research centres in energy transition (i.e. Energy Transition Center (EnTranCe))
- Researchers in the field of energy transition and islands energy
- Students and trainees in the field of energy sciences
- Scientific journalists specialising in energy transition

Island networks:

- Networks and associations of island cooperatives
- European and national networks for energy transition and/or islands
- Networks and clusters representing communities and actors
- Thematic clusters and associations at national or European level
- European and national associations and platforms supporting collaboration



Table 3 Associations & Initiatives

ASSOCIATIONS & INITIATIVES	WEBSITE
The Clean Energy for EU Island Secretariat	www.euislands.eu/clean-energy-islands-start
CPMR, Conference of Peripheral Maritime Regions	www.cpmr.org/who-we-are/contact
ESIN, European Small Islands Federation	www.europeansmallislands.com
OCTA, Association of the Overseas Countries and Territories of the European Union	www.octassociation.org
DAFNI, Network of Sustainable Greek Islands	www.dafninetwerk.gr/en
Les Iles du Ponant, France	www.iles-du-ponant.com
The National Association of Finnish Islands	www.foss.fi/english
Croatian Otočni Sabor	www.otocnisabor.hr
Association of Danish Small Islands - Sammenslutningen af Danske Småøer	www.danske-smaaoer.dk
Italian association of municipalities of small Islands - Associazione Nazionale Comuni Isole Minori	www.ancim.it
SMILO, sustainable islands	www.smilo-program.org
European Federation of Agencies and Regions for Energy and the Environment	www.fedarene.org

3.2 Network contacts of NESOI partners

The consortium partners are involved in diverse associations which can be of NESOI's benefit. As part of a large network of European projects and energy initiatives, the consortium partners will exploit synergies and explore opportunities for collaboration with relevant projects. Beyond the projects screened and selected in the framework of the NESOI process, the consortium aims to maintain and develop a close relationship with other projects identified as relevant for the project's activities. One of the actions of the dissemination activities is establishing contact with key dissemination stakeholders (the networks of islands) in Europe and their national equivalents. The goal of this activity is to disseminate the future calls towards their members.



Table 4 Clustering with other projects and initiatives

PARTNER	ENERGY INITIATIVES/ASSOCIATIONS/MEMBERSHIP
ZABALA	ETIP-SNET (coordinator); ETIP BATTERIES (consortium partner); Hydropower Europe Forum
SINLOC	ELENA: AMICA-E, FABER, 3L , CHIETI TOWARDS 2020, EE MILAN JESSICA: EE URBAN DEVELOPMENT FUNDS (Sicily, Sardinia, Campania)
R2M	ECTP (Secretary General); European solar Thermal Technology Panel (chairman); ETIP Solar Thermal and District Heating (SC member); Green Building Council Italia; BRIDGE initiative
RINA-C	European Construction Technology Platform (ECTP); BRIDGE Initiative; European Turbine Network
CIRCE	European Energy Research Alliance (EERA); BRIDGE initiative; ETIP SNET; ETP-ZEP; EUREC; EASE, EuBioNet
CERTH	Advisory Council and Government Group of the Technology Platform for Zero Emissions Power Plants (ZEP); ETIP RHC: Biomass Panel, 100% RE Cities Working Group; ELOT/TE 66/OE 2 Working Group and Biomass Company HELLABIOM; Workgroups of Ministry of Environment, Energy & Climate change
E.ON	EURELECTRIC; E.DSO; SEDC; BDEW, WindEurope, European Energy Forum, friendsOfETS, Task Force CEPS, EUTC, Green Growth Group, Energy Solutions, Solarpower Europe, CogenEurope

3.3 Languages and translations

Whenever appropriate and possible, communication and capacity building activities will be performed by using adhoc languages including English, Greek, Spanish, Croatian, Italian and French, in order to reach the maximum impact at local level. Translation services will be used, but the geographic and language coverage of NESOI partners themselves will also be key.



4 Visual Identity

As a first step in the project, the NESOI graphical materials are developed to give the project a distinctive and recognisable visual identity reflecting its goals. The identity reflects the aims of the project: to make islands a locomotive of EU energy transition.

Semantic differentiation has been implemented when creating a brand identity for NESOI. Different criteria are taken into consideration to resonate within the target audience. The target audience should perceive NESOI's brand identity as exciting and popular, yet formal and brain-oriented. For full variants on logo and type font specifications please see Annex I.

New Energy Solutions Optimised for Islands



Tagline

European Islands Facility NESOI - New Energy Solutions Optimized for Islands

Brand book: Logo, compact icon, and monochromatic variants with the project title

The official brand book will be published and released between the partners. It serves as a rulebook for everyone involved in the project, particularly when preparing communication and dissemination materials for specific events. An overview of the NESOI brand book is provided in Annex I.

The EU Islands Facility NESOI logo is a state of art visual element which reflects the dynamics of a sea surrounding the island. The colour scheme is represented by blue and green colour. Blue is a colour of sea and ocean whereas green stands for the land as well as green energy.

Word and PowerPoint templates

Word and PowerPoint templates have been developed to ensure that communication remains consistent throughout the duration of the project and it will contribute to the common visual identity.



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Key messages

In addition, a general PowerPoint presentation introducing the project, its objectives and key messages will be created, in English, to be used to present the project at events and conferences. The translation of the general PowerPoint presentation in national languages will be carried out by local partners.



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5 Communication Tools and Digital Marketing Strategy

Communication covers all actions that will help to disseminate the results achieved beyond the NESOI consortium and the stakeholders involved. This makes possible maximizing the contribution of the project attracting a wide number of stakeholders invited to embrace and benefit from the project results. NESOI consortium members will actively use all available communication channels to promote the project and make the NESOI brand visible.

The communication materials will be developed in English will be translated into 5 languages which are spoken on islands (Greek, Croatian, Italian, Spanish, French) in order to make sure that a maximum number of islands is reached.

The communication materials such as videos, brochures will be deposited on the nesoi.eu website in the suitable format.

5.1 Website

The NESOI website (www.nesoi.eu) contains all the essential information for stakeholders to fully understand the project and will go online by Month 3. The website is the main media hub of the project which aims to gather most of the traffic from diverse stakeholders. The information on the website, especially the news and events section, will be updated regularly with content aiming to provide frequent traffic to the website. The website will be actively promoted by all the partners on their own website homepages as well as on all their own communication channels: social media profiles, newsletters, booklets, and so on.

The members of the consortium are requested to offer information which enables the creation of articles on the website. Each of the partners must provide complementary materials (such as piece of news, pictures from the workshop and the events, etc.) which can be later used for communication activities.

Moreover, the partners must promote NESOI communication outcomes (press releases, published articles, etc.) through their own communication channels.

5.1.1 Website Updates

The Website will be put in place during the first year of the project and is designed to be in tune with NESOI's visual identity.

Website navigation and usability is ensured by providing a website navigation structure that is easily understandable. The navigation pane can be adapted during the year to incorporate permanent or temporary elements (for example for the open calls). To



improve and fine tune the website's usability, the Communication Manager will execute a periodical review of the various components such as:

- An analysis of the profiles of users accessing the web: policy makers, experts, researchers, technicians, journalists, etc.
- Analysis of the contents and functionalities.
- A preliminary conceptual map based on searchability, accessibility and user experience. User tests are regularly performed to check their effectiveness.
- Construction of new navigation flows and periodic evaluation by user surveys.

5.1.2 Maintenance and Technical Measures

The development of the website platform continues to be WordPress Content Management System because:

- Most popular CMS
- Has many available plugins
- Offers high security
- Appropriate for Search Engine Optimization
- Easy to use

5.1.3 Website Architecture

The current architecture for the EU Islands Facility - NESOI is the following:
WEBSITE HOME PAGE

The Home page hosts the navigation panels that represent the 6 main public areas each with accompanying subsections, they are:

- **About**
 - Context
 - Objectives
 - Approach & Implementation
 - Meet the Partners
- **Open Calls**
 - 1st Call
 - 2nd Call
 - Webinars
 - Workshops
- **Island Stories**
 - Video Pills
- **News & Events**
 - News
 - Events
 - Newsletter
- **Resources**
 - Deliverables
 - Public Presentation
 - Glossary
 - Templates



- **Media Corner**
 - Press Releases
 - Press clippings
 - Media kit

The NESOI website will also host a link to the **NESOI PLATFORM**.

5.1.4 NESOI Digital Platform

NESOI will build a digital and physical platform able not only to provide first-step funding for islands energy transitions plans, but also a one-stop-shop for islands where to find ideas and effective organisational, technical and financial instruments for the whole value chain of a project.

The platform will encapsulate a number of key enabling technologies for allowing recruiting candidate islands, sharing best practices, and eventually showcasing successful projects and innovative island-suited technologies. It will be consisted of a suite of services coupled with web interfaces that will stimulate collaboration, open innovation and observability of investment opportunities, mainly suitable to islands. Indicatively services include but are not limited to basic profiling and matching engine, online collaboration space for capacity building through sharing experiences and opinions (blog story telling), e-learning module for familiarize users with novel technologies that are mainly suitable for boosting energy transformation of islands. In this context, one key component of the digital platform will be its equity crowdfunding toolkit, which will enable key stakeholders (i.e. micro-investors, entrepreneurs) to co-participate in the energy transition of each region (i.e. island) requesting such support. More details on this section will become available in the future updates of the current document.

5.1.5 Website map

The preliminary structure of the website is represented below. The emphasis is put on Open Calls, Islands Stories, and NESOI Platform.



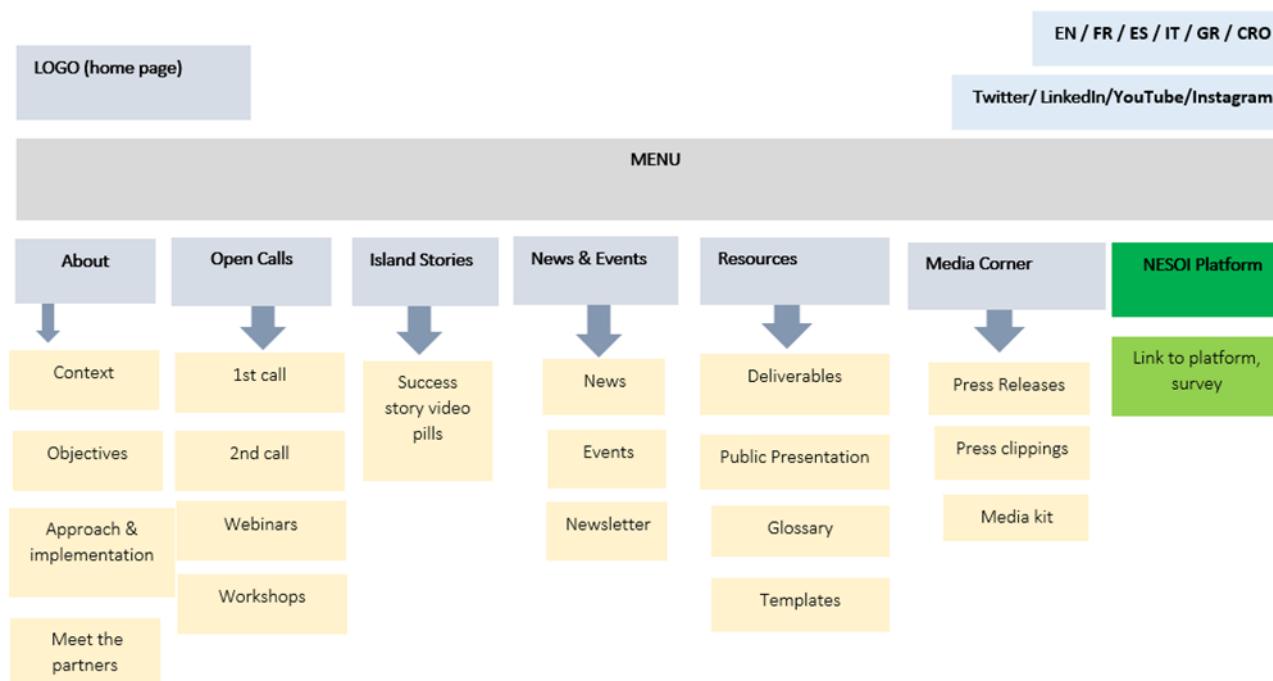


Figure 2 Preliminary Website Structure

5.2 Digital Marketing Strategy

The Digital Marketing Strategy is based on an Inbound Marketing technique that uses a number of ways to attract visitors to the web such as: Search Engine Optimisation, Regular content updates, Social Media, Newsletters and Mailings. To achieve the strategy goals the maintenance of a database of people interested in receiving information about the platform is of primary concern.

5.2.1 Content Marketing

Relevant and up to date information linked to energy transition and funding opportunities on islands will act as the main pull for drawing visitors to the website. To achieve this purpose, the News section of the Web Platform is updated on a weekly basis with articles.

The generation of visual content for the web: photographs, videos, infographics is used to capture the user's attention and encourage users to stay on the NESOI website. All this material will be also shared on Social Media profiles to attract new users. Examples of regular content to be produced includes:

- News and press releases about the Platform.
- News related to Smart Grids/Networks and European policies in the context of Islands drawn from associated organisations (i.e. EU Islands Secretariat).
- Best practices and case studies of the organizations involved in the NESOI project (Island Stories).
- Training webinars



- The elaboration of the content will be led by the Communication Manager with support from the consortium.

5.2.2 Newsletter & E-Mail Marketing

NESOI will issue a quarterly Newsletter with the latest news about the project's funding and coaching opportunities as well as news about Energy Transition projects taking place on European Islands. News will be distributed via NESOI partnership networks as well as relevant associations and platforms such as the EU Islands Secretariat and the BRIDGE Initiative.

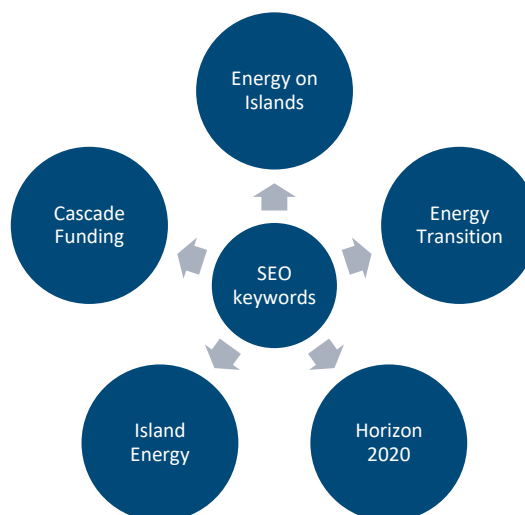
Mailings with invitations to relevant workshops and webinars, consultations and other information which cannot wait for the newsletter publication or that cannot appear only in the newsletter will be sent out regularly via the same networks used for the newsletter or a portion of it, depending on the profile of recipients.

Both the mailings and newsletters have a format which can clearly identify them to the NESOI project.

Due to the General Data Protection Regulation the database of potentially interested contacts will be initially dispersed amongst the various consortium partners. As the project progresses efforts will be made to gain consent to a more centralised database to better monitor marketing campaign performance.

5.2.3 Search Engine Optimisation

SEO - Search engine optimization is the process of improving the visibility of a website in the organic results (non-payment) of different search engines. Regular, unique relevant new content and an active social media presence are the cornerstones of consistently high search results for the most relevant and applicable keywords. The NESOI website will use techniques to obtain a good positioning on Google. The down mentioned list of the key words is used for the SEO friendly search.



Keywords related to NESOI will be analyzed, improved and updated as the project progresses.



5.2.4 Link building

Partner websites with active social media accounts will link to the NESOI site to attract visitors whenever possible. The list of partners' websites:

Partner	Website
Sinloc	www.sinloc.com/en
R2M	www.r2msolution.com
Rina	www.rina.org/en
Zabala	www.zabala.eu
CIRCE	www.fcirce.es/en
CERTH	www.certh.gr
E.ON	www.eon.com/en
Wolf Theiss	www.wolftheiss.com
Deloitte	www2.deloitte.com
HAEE	www.haee.gr

Figure 3 Partner Websites

5.2.5 Social Media

Social media will be used to ensure that all public project outputs and content published on the website can reach its online dissemination potential. It will help inform and forge connections with relevant professionals, local authorities, policy makers and scientific/technical communities as well as reach out to an interested general public and media.

In the professional domain, LinkedIn and Twitter are most popular platforms and will be used to disseminate the latest project news, events and other newsworthy developments in the energy sector. These channels already went online soon after the project kick-off in month 1.

Seeing as audio-visual content is a key driver of online engagement, the use of platforms dedicated to this type of content like Instagram and Youtube is also foreseen.

Partners of the project are required to use their own communication channels to multiply the impact and dissemination of the project, in particular during specific key campaigns related to the announcement of the calls and coaching workshops (as describe later).

The information shared on social media must be designed for audience based on how they consume the message. The following chart explains the steps what a visually appropriate social media post should contain:



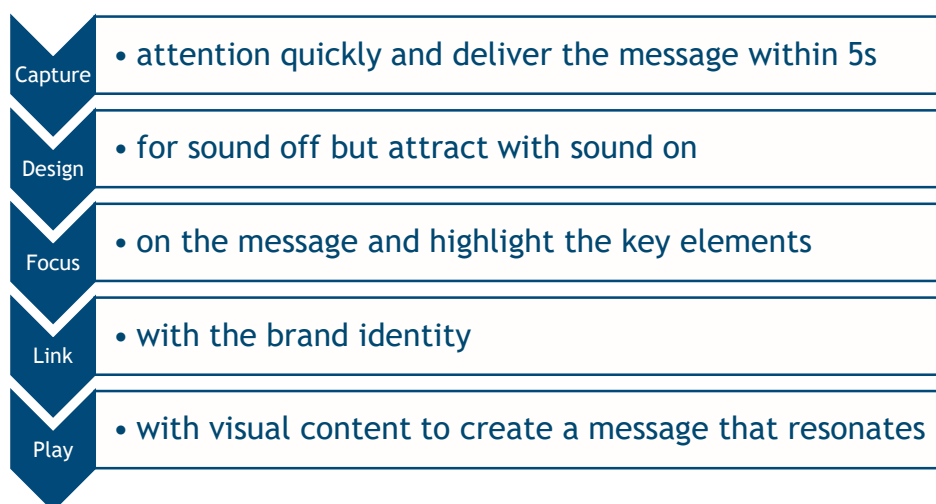


Figure 4 Social Media Objectives

There are several rules to take into consideration when creating social media content:

1. Mobile first strategy

The social media assets must be adaptable to the format and functionality of the mobile devices. The asset must be used in such frame to maximize their placement, especially taking into consideration the placement on mobile devices.

2. Grabbing attention

The visuals on social media stand out by using motion, colour, bold supers. Anything to make the piece unique, surprising, graphic, beautiful will lead to higher conversions.

3. Interactivity

The best way how to reach the audience is to create the content that is engaging and native. The call to action needs to be clear and the overall post should interact with online audience.

Horizon2020 Programme has published a [Social media guide for EU funded R&I projects](#) with recommendations how to effectively incorporate social media into the H2020 project.

5.2.5.1 Partners social media channels

The digital communication capacity of NESOI partners is depicted in the following table:
(Data from 06/11/2019)



Table 5 Partners' Social Media Channels

Partner	LinkedIn	Followers	Twitter	Followers	Instagram	Followers	Youtube	Subscribers
ZABALA	Zabala Innovation Consulting - Europe	1k	@zabala_eu	1.3k	N/A	N/A	Zabala Innovation Consulting	39
Sinloc	Sinloc - Sistema Iniziative Locali SpA	1.4k	@Sinloc_spa	120	N/A	N/A	Sinloc Spa	7
R2M	R2M Solution	1.8k	@R2MSolution	577	N/A	N/A	R2M Solution Srl	17
Rina	RINA	111.4k	@RINA1861	1.5k	N/A	N/A		
CIRCE	Fundación CIRCE	3.6k	@fCIRCE	2.8k	N/A	N/A	Fundación CIRCE	257
CERTH	Centre for Research & Technology Hellas (CERTH)	4.1k	@CERTHellas	1.6k	N/A	N/A	EKETA CERTH	136
E.ON	E.ON	165.3k	@EON_SE_en	37.9k	@e.on_se	50.6k	E.ON SE	10.1k
Wolf Theiss	Wolf Theiss	7.3k	@wolftheiss	884	@wolftheiss_	438	Wolf Theiss Rechtsanwälte	36
Deloitte	Deloitte España	193.7k	@Deloitte_ES	21.7k	@deloitte_es	4.9k	Deloitte España	1k
HAEE	Hellenic Association For Energy Economics (HAEE)	1.7k	@HAEE_Greece	161	N/A	N/A	HAEE Information	9

5.2.5.2 Hashtags

Hashtags are used to better segregate the project key topics and increase the visibility in the social media environment. The project has set an official hashtag, #NESOI, which is used to monitor the posts related to the project. Tracking of the hashtag helps to analyse quantitative and qualitative data.

The recommended hashtags to be used in NESOI communication are as follows:



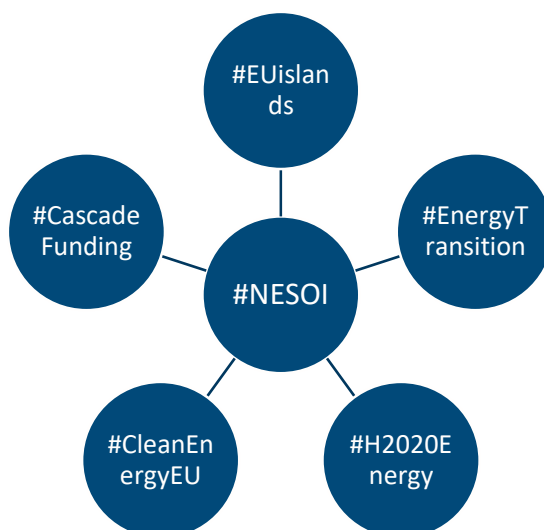


Figure 5 Recommended Hashtags

5.2.5.3 Twitter

Twitter is used for interactions with influencers such as journalists, policy makers, investors, related bodies of the EC, other H2020 projects, media in the field of energy, and other relevant experts. Twitter has been identified as a primary channel to position NESOI communication and engagement activities among the EU-level citizens and relevant stakeholder. NESOI will implement Twitter as a mean to establish meaningful connections with the relevant audience and foster interaction through an open dialogue on the project key topics.

The consortium partners will collaborate by mentioning the NESOI Twitter account @NESOI_energy, retweeting the messages about the project and engaging with overall activities.

NESOI's Twitter account will help link the project, the consortium and local communities. The interaction between NESOI channels and the channels of partners is required to reach out already established communities within the consortium's network.

Aim:

- Reach specialised influencers and connect with other H2020 projects
- Identify stakeholders and influencers, build lists to help strategic and geographic segmentation
- Distribute NESOI original content
- Publicise training activities, awards and resources
- Highlight key results and outcomes of NESOI calls and associated projects
- Attract and maintain interest of key influencers and thought leaders
- Enhance and amplify presence before, during and after events



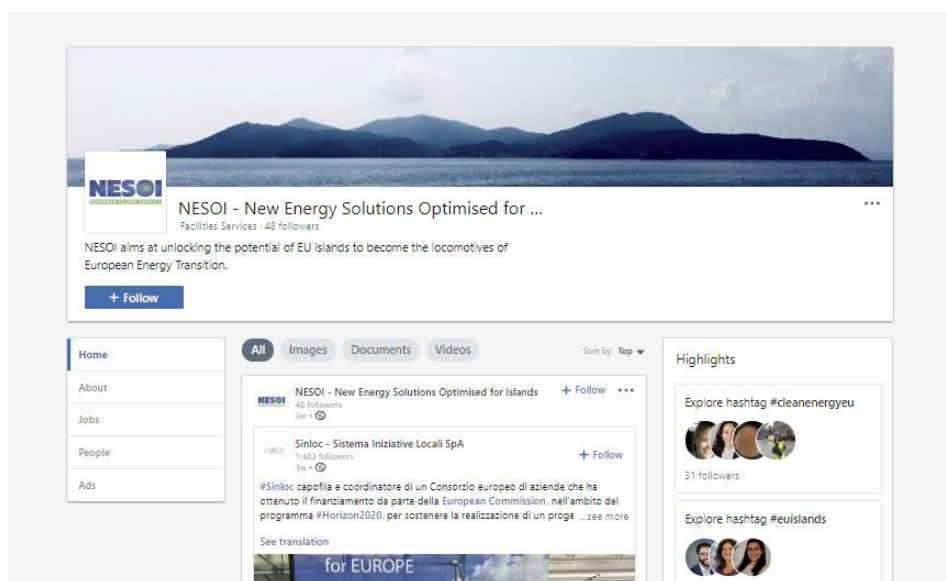


5.2.5.4 LinkedIn

A LinkedIn page “NESOI - New Energy Solutions Optimised for Islands” establishes a public image on a global professional scale as a reputable and trustworthy project. Content for NESOI LinkedIn page is regularly updated with news and developments, where a reference for the NESOI website is inserted for the audience to invite the NESOI website. The targeted audience will be invited to follow NESOI LinkedIn page.

Individuals from the consortium are encouraged to post updates and articles about their activities related to NESOI from their own point of view. Such peer-to-peer insights delivered to business contacts on LinkedIn can be very effective in creating awareness and impact. Additionally, there is a possibility to use the sites publishing features to generate organic search and gain traffic on LinkedIn.

Aim: Encourage participation and discussion about the main topics among professional network



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5.2.5.5 YouTube

Nowadays, video content plays a crucial role on the internet. NESOI aims to produce several (mostly in the frame of the “Island Stories”). The project videos will be presented at events and shared across social media networks to get views, attract audience, increase visits to the NESOI website and thus strengthen the communication strategy.

A Youtube channel “EU Island Facility NESOI” has been created to become a digital anchor for all the video content. This channel will include a playlist of all audio-visual productions such as a generic promotional video, 15 “Island Stories” project videos, webinar sessions, etc.

Aim: Present and store audio-visual content

5.2.5.6 Instagram

A mobile first, image driven Instagram has potential to reach those target groups that the other social media channels cannot. The Instagram account @NESOI_energy has been created to maximize the reach to the EU citizens and promote the actions of the project.

NESOI Instagram account develops and builds the Islands Stories about the energy transition and catches the interest of the general public. Instagram stories are used to keep the followers updated. Furthermore, incorporation of the polls increases brand awareness.

Aim: Communicate about the project to the general public via mobile-first, image driven platform

5.2.6 Google Analytics & Social media metrics

To keep track of the progress of the digital marketing strategy a combination of metrics will be used to monitor and adapt actions; but also provide feedback to maximise impact for published content (interviews, articles, videos and infographics) and the entire dissemination strategy.

Google analytics is a powerful tool for tracking from where and when traffic reaches the NESOI website while the metrics provided by each social media platform used will help provide more nuanced tracking of the success of the individual posts and specific communication campaigns.

The following social media indicators will be systematically analysed and shared in all dissemination updates and project meetings:

- LinkedIn: Impressions, clicks, followers
- Twitter: community, interactions, analysis of key publications
- Instagram: followers



- YouTube: video views
- Google Analytics: monitoring of website visits, session behaviour, segmented statistics

5.3 Islands stories

Part of NESOI's objectives is to communicate positively on the results of RD&I Funding at EU level to towards the general public (but also including energy community). To this end, the "Islands Stories" will be developed. They will be composed of a mix of factsheet and video footage translated into various languages.

These "best practice stories" will be launched progressively via a comprehensive social media and mailing campaign on all NESOI communication channels throughout the project duration. By implementing storytelling techniques, the information about the NESOI's success will be displayed on the website and distributed to the various stakeholders.

5.4 Exhibition material

All the printed materials generated in the project will be available on the website in 6 languages. The materials will support consortium partners during diverse events, conferences, especially, during the workshops.

An official dissemination format which distributes the information about the project's scope and its partners. The brochure describes NESOI's essentials in concrete terms the objectives, expected impacts as well as provides official reference to the social media channels, the website, and consortium contacts. The partners are required to distribute materials, such as flyers, when attended events, conferences, and workshops. Throughout the duration of the project XXXX flyers will be distributed. A roll-up poster includes visual identity, the logos of the partners, and the EU funding disclaimer.

Table 6 Exhibition Material

Materials	Usage	Release
Brochure	To present a project	M4
Flyers	To promote calls for applicants, capacity building workshops	Ad-hoc
PowerPoint presentation	To communicate about the project's key messages and goals	M3
Poster / infographic	To support project's communication To represent NESOI at the events	M6
Roll-up	For the participation in events will be developed for the whole project to avoid one-shot production and waste.	M3
3x3 backdrop banner	Stand to be used at large scale events	M6



6 Events

The events are one of the most important parts of the dissemination and communication strategy because they allow the consortium partners to connect directly with stakeholders and general public. Event participation is a great way to encourage networking and show the most important advances of NESOI. The events also feed content production which can be implemented in the communication channels (website, social media, press releases) and generate great impacts on different audiences.

6.1 Project events

The NESOI project events mostly aim to promote and build knowledge and skills for applying to and carrying out energy transition projects on islands as well as increasing the community of stakeholders and public interest in the NESOI project.

Table 7 Project Events

EVENT	DESCRIPTION	TARGET AUDIENCE	PLACE
12 regional Capacity Building workshops (6 regions x 2 rounds)	Promotion of the facility towards EU islands, build awareness for investible energy transition projects and help them prepare their candidature to the facility	360 (30 x 12)	EU macroregions (Fig. 1.3.d)
12 Information Webinars	Information webinars for Islands in conjunction with the calls for applicants, for the interested islands unable to attend the capacity building workshops	240	Online
12 coaching webinars	Coaching to the public authorities' staff for the islands having benefited from the NESOI technical assistance (in English with subtitles in local languages). Contents to be elaborated based upon WP4 experience feedback	180	Online
Energy Days (15)	Raise awareness among citizens	900	Selected islands
Final event	Presentation of results of the project, presence of policy makers, journalists	100	Brussels (EP or CoR)



6.2 External events

The key events in the energy sector will be monitored so that the partners have an opportunity to join them and promote NESOI initiative. International conferences, congresses, workshops, exhibitions and fairs serve as effective dissemination and communication actions. The partners' participation in such events generate more visibility for the NESOI brand and boost the connection with stakeholders and other European projects. Each partner's participation in the external events will be announced on the NESOI website and social media. For some key events organized by the European and other important agents of the sector, the partners will promote joined presentations of the NESOI project. In addition, event participants will, on some occasions, be invited to take part in a post event questionnaire to improve relevance of future events.

The purpose of participating in the external events is to:

- disseminate the NESOI activities,
- reinforce the stakeholders network and connect to additional ones,
- guarantee NESOI impact by promoting NESOI objectives and opportunities,
- gather knowledge and information relevant to NESOI for its subsequent dissemination.

In order to optimize dissemination participation to events, a series of conditions for consortium members to take part at the external events apply:

- it is important to have a clear plan of dissemination events (dissemination events tracker prepared by R2M on all the partners' inputs)
- ZABALA, R2M, and SINLOC will select the most appropriate events and give advice on the participants who could attend, according to their expertise and relevance to the proposed events
- European conferences are preferred. However, conferences held elsewhere may also be considered, if strongly justified
- participants should make an oral presentation (when presenting the NESOI project, the official PPT presentation should be used) at the conference in question and should be listed as a speaker in the official event or conference programme.

The consortium will seek to represent the project at the following events, which have been identified as relevant (see next page). The list is preliminary and will be continuously updated with new events throughout the project's life cycle.



Table 8 Preliminary list of External Events

PARTNER(S) SUGGESTING THE EVENT	DATE OF THE EVENT	LOCATION OF THE EVENT	TITLE OF THE EVENT	ORGANISER OF THE EVENT	TARGET GROUP	PURPOSE OF NESOI PARTICIPATING AND DESCRIPTION OF INTERVENTION
ZABALA, RINA-C	21 November	Brussels	ENERGY STORAGE ON ISLANDS	EASE	Energy storage industry experts, EU policymakers, system operators, local authorities, and other stakeholders to explore the experiences gained from storage projects on islands as well as weak grids.	Preliminary promotion of the project even though no communication material has been elaborated yet. EASE has offered to NESOI to moderate a session, Andrea will moderate it
R2M, RINA-C, WOLF THEISS, SINLOC, CIRCE	20-22 November 2019	Split (Croatia)	4th Clean Energy for EU Islands Forum	EU Islands Secretariat	Island communities.	R2M proposes to organise a design thinking workshop with the Island Secretariat, island associations and possibly the EC in order to best define the WP1 survey.
R2M	11-13 February 2020	Essen (Germany)	E-world energy and water	con energy	European energy industry	<i>Need to check if relevant</i>
CERTH	4-6 March 2020	Wels, Austria	World Sustainable Energy Days	OÖ Energiesparverband	Unique combination of events on sustainable energy	Promotion of the project. Feedback from WP1 survey.
R2M	18-20 May 2020	Luxembourg	Cleantech Forum Europe	Cleantech group	Entrepreneurs, Corporates, Financial Investors, Innovation Leaders, government agencies	<i>Need to check if relevant</i>
R2M	June 2020	Le Bourget du Lac (France)	Sustainable Places	R2M and CEA	R&I community	Announcement of the first call for projects.

ZABALA, R2M	23-25 June 2020	Brussels	EU Sustainable Energy Week - EUSEW2020	EC	R&I community, islands community, policy makers. Feedback from survey and presentation of the services to be provided by the facility.	Announcement of the first call for projects.
RINA-C	May 2020?	Brussels (to be confirmed)	5th Clean Energy for EU Islands Forum	EU Islands Secretariat	Island communities	
RINA-C, CIRCE	Together with 5th Clean Energy for EU Islands Forum or next BRIDGE meeting	Brussels (to be confirmed)	Common workshop H2020 ES-4/ES-8	GIFT project / EUROQUALITY	Target group = ES-4 projects (GIFT, REACT, INSULAE, SMILE, etc.).	Make the NESOI facility known and start promoting the concept
ZABALA		Barcelona	Smart City Expo World		Empower cities and collectivize urban innovation across the globe	
SINLOC		Rimini - IT	ECOMONDO		Euro-Mediterranean expo on green & circular economy	
SINLOC		Cagliari - IT	SINNOVA		Innovation expo of Sardinia	
HAEE, CERTH	13-15 May 2020	Athens, Greece	Energy Transition V: Global and Local Perspectives	HAEE	EC Representatives, policy makers and political leaders from Greece and abroad, ambassadors, leading energy firms, key research and academic institutions, financial institutions	Promotion/ communication/dissemination of NESOI, dedicated session with the participation of NESOI partners and banks, investors, energy and construction related companies, municipalities



6.2.1 Clustering events with other initiatives

NESOI will work in strict contact with the **Clean Energy for EU Islands Secretariat** bringing it one step forward by providing to islands training, technical support, cooperation opportunities and robust funding opportunities to concretely convert Island Sustainable Energy Action Plans into Renewable Energy Sources (RES) plants, building and energy infrastructure retrofitting, energy bills reduction, local job creation, etc.

Furthermore, synergies with ES-4 and other BRIDGE projects will be ensured through dissemination activities. NESOI partners are already very well connected to ES-4 projects (some being partners in recently awarded ES-4 projects REACT and INSULAE) and to BRIDGE (through INTENSYS4EU, the CSA coordinated by ZABALA supporting BRIDGE, and SMILE coordinated by RINA-C). NESOI partners will participate in the identified events of other initiatives such as CITIES FACILITY.



7 Media Outlets

Journalists are key agents to transmit information about the NESOI to diverse stakeholders with a special focus on the general public. Media is an influential source which can increase results, raise awareness and offer information to the rest of the society about the NESOI project. Relationships with the media will be established through the Press Office of NESOI, led by ZABALA with the direct support of NESOI coordinator SINLOC and the close collaboration with the rest of the partners.

Establishing relations with media will be accomplished at European, national and community levels. To disseminate to the local media, the information must be translated into the local languages, the consortium partners need to disseminate the information to their local media. ZABALA will prepare the press releases including the milestones of NESOI and other pieces of news to communicate in English and Spanish. Once the press release is approved by the NESOI “Communication Team” (consisting of one nominated agent from every partner), the partners will translate the piece of news into the local language and will send it to their contacts through their relevant Communication Department. Such communication prospects must be included on the partner’s own websites and shared on their social media channels. Impacts will be monitored and included in the D8.2 Dissemination report

The press conferences and press releases will be launched at the key moments. Participation in the events will be documented and the created articles will be shared to the journalists and media.

The “Islands Stories” will provide the information about the successful implementation of NESOI actions. The stories will be gathered which will allow ZABALA to write articles. The island stories will be translated by the consortium partners into local languages, distributed to the local press and journalists as well as posted on partner’s websites and social media channels. This will facilitate the dissemination and communication of NESOI in different European geographical areas.

7.1 Distribution

To optimize communication efforts, finding a correct distribution of the NESOI news is crucial. Content promotion through distribution platforms allows to gain audience.

The European platform of news CORDIS WIRE will be used to distribute news and articles about NESOI project. The content of the press releases will be mainly focusing on the project updates and milestones.

Other key opportunities are:

- NESOI workshops.
- Events and relevant presentations organized by consortium.
- Key dissemination guides and communication materials.
- Islands stories.



8 KPIs

The Communication and Dissemination Strategy of NESOI and the activities which arise from it are coordinated by ZABALA with the cooperation of every member of the consortium. Each partner must use their own communication tools, channels, websites, and networks to reach the stakeholders of the project and build the NESOI community. The partners must provide all the relevant information regarding the project updates to foster project communication efforts. A feedback loop is needed in order to update the strategy on a regular basis from the very beginning of the project. The Communication and Dissemination Strategy will be updated on a yearly basis to complete the D8.2 Dissemination Report.

The analytics will be incorporated on the NESOI website, social media, and other tools as a source of essential information for monitoring key indicators (KPIs).

TOOLS	KPI	NUMBER
Digital platform	Visits	12.000
Social Media	Followers	2.000
Portfolio of islands stories	Islands stories promoted	15
Impacts on Media	Number of impacts at the EU, national and regional level	80-100
Guide about islands stories	Number	1
12 Capacity building workshops	Attendees	500
10 Coaching webinars	Attendees	500
Final event in the European Parliament or Committee of Regions	Attendees	100



Table 9 Task Calendar





n°	Task	start	finish	duration (n° days)	actors involved	2019	2020	2021	2022	2023
						10 11 12	1 2 3 4 5 6 7 8 9 10 11 12	1 2 3 4 5 6 7 8 9 10 11 12	1 2 3 4 5 6 7 8 9 10 11 12	1 2 3 4 5 6 7 8 9
8.4.4	Cooperation with Cities Facility and other energy-investment platforms				Lead: Zabala					
8.4.5	Participation to the BRIDGE Initiative				Lead: R2M					
	Initial contacts with BRIDGE coordination team	M1	M1							
	Participation in BRIDGE activities: workschedule to be adapted to BRIDGE ongoing activities. We will propose the creation of a task force dedicated to island projects (transversal to existing BRIDGE WGs).	M2	M48							
8.4.6	Final conference in the European Parliament of Committee of Regions				Lead: Zabala					
	Select venue Parliament or CoR	M40	M40							
	Contact & Invite potential Speakers	M41	M46							
	Save the date & Event Mailings	M43	M46							
	Conference	M47	M47							
	D.8.3 Report on Conference	M47	M48							



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10 Main Deliverables

NESOI's Work Package 8 has three deliverables:

D8.1: Communication and dissemination strategy [2] (M2, R, PU, ZABALA)

This deliverable consists in a communication and dissemination strategy developed at the beginning of the project (T8.1), and updated every 6 months according to developments and upcoming activities.

D8.2: Dissemination report [48] (M48, R, PU, R2M)

This deliverable is the report from task 8.4 activities. It will summarize the dissemination activities carried out during the project lifetime. It will include the list of stakeholders contacted, dissemination events and webinars organized by NESOI partners, external events with NESOI participation, summary of NESOI inputs into BRIDGE deliverables, feedback from the collaboration with the Cities Facility and other investment energy-platforms.

D8.3: Report on final conference [48] (M48, R, PU, ZABALA)

This deliverable includes Agenda, list of participants, presentations and minutes of the final event.



Table 10 Main Deliverables



11 Annex



Typography

Kanit Regular: The quick brown fox jumps over the lazy dog

Kanit Italic: *The quick brown fox jumps over the lazy dog*

Kanit Bold: The quick brown fox jumps over the lazy dog

Kanit Bold Italic: *The quick brown fox jumps over the lazy dog*

Colours
 C:100 M:40 Y:0
 K:40
 HEX:#005286
 C:60 M:0 Y:70 K:0
 HEX:#72bb6f



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