



simpla

WP7

Communication and dissemination

D7.1

Communication and dissemination plan and monitoring system

Expected date

M3

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DELIVERABLE TITLE

Communication and dissemination plan and monitoring system

DELIVERABLE DESCRIPTION

Two different yet complementary kinds of activities are envisaged within WP7. Throughout the duration of the project, the partnership's effort will concentrate mainly on communication and promotion activities, thus to raise awareness and involve all the target groups identified. During the last semester in particular, PPs will collaborate to disseminate and exploit the results at the widest possible level, including beyond the project geographical boundaries. Following this twofold approach, at the starting phase of the project the WP coordinator develops a "Communication plan and monitoring system" in order to outline the strategy to follow, the role played by each partner and the tools, channels and activities' scheduling. Another important working document, the "Plan for disseminating and exploiting the project's results", will also be developed: it represents a strategic document to create the conditions for further branching out of project activities and foster replication in other EU countries not directly involved in the partnership. To assess the effectiveness of the communication and dissemination initiatives and get control of progress, a monitoring procedure will be drafted and attached to the communication guidelines to be proposed by the WP leader and agreed among all project partners.

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Table of acronyms

EC	European Commission
EU	European
LA	Local Authorities
NFG	National Focus Group
SUMP	Sustainable Urban Mobility Plan
SEAP	Sustainable Energy Action Plan
PA	Public Authorities
PP	Project Partners

INTRODUCTION: WHY A COMMUNICATION PLAN?

The aim of this document is to provide a short, factual tool that will guide partners on how to promote SIMPLA activities. This plan should help us all in contributing to a successful project, i.e. to create and disseminate an innovative model that integrates SUMP and SEAPs together. To achieve this, we identified 3 major action lines, around which our communication effort will revolve:

1. **Activating a network** that works together during the project. This will entail engaging target groups in all SIMPLA activities;
2. **Creating and updating the SIMPLA integrated model** to facilitate its uptake during & beyond the project duration. The guidelines and online observatory fall in this action line, and their sharing will also boost new knowledge and its exchange;
3. **Promoting training activities** to foster, once again, knowledge exchange. However, our training activities will be rather practical, and they will focus on enabling local authorities to implement SIMPLA integrated model; as a consequence, promotion of this training will equally reflect its practical purpose through highly visual and easy to use didactic tools and materials.

HOW IS THE PLAN STRUCTURED?

Starting from these baselines, our communication actions will go side by side with project activities in order to promote them. This communication plan will not describe in details the specific tools to be used, as in most cases we will adopt the same range of tools to promote different parts of the project (e.g. mail, web and social network posting, direct contacts, public presentations, etc.). What will change, instead, will be their design and content: this will vary according to the target groups we want to engage in each activity, and to the topic we want to stress. Promoscience will accordingly craft different solutions on a case by case basis, and will liaise with partners on how to best reach their target audiences before starting the communication campaign of each project activity.

We want to make our communication flexible and smooth, so that each partner can act autonomously and tailor its communication efforts to the needs of their local context. Also, as said before, we will not provide a detailed list of the tools and modes to promote each SIMPLA activity here, as we will do this on a case by case basis and share these individual campaigns with partners before they start. To help conveying project activities and their aims to the relevant target groups, we have identified four strategic questions to ask ourselves when communicating anything related to SIMPLA:

WHAT

SIMPLA activity/ies are we promoting?

HOW

should we do this? What indicators do we need to meet?

WHEN

do we need to act?

WHO & WHERE

are the target groups of each activity? Are they part of a local, national or international community?

WHAT

All SIMPLA activities fall within the three core action lines of the project mentioned before: *1. Activating a network of professionals, 2. Creating a model for integrating SEAPs and SUMP*s and *3. Advancing knowledge*. We feel that, when promoting and carrying out SIMPLA activities, it will be useful to think why they are taking place or, in other words, which of the three action lines we are addressing: this will enable us to communicate the relevant message accordingly.

We will actually most likely develop the promotional campaign of each activity in three directions every time, as most SIMPLA activities respond to all the three action lines: for example, focus groups and workshops will serve the purpose of activating the SIMPLA network (action line 1), of creating the SIMPLA model (action line 2), as one of the outcomes of these events will be to develop the first version of SIMPLA guidelines, and of liaising with public authorities, among which some will take part in capacity building and coaching (action line 3, advancing knowledge). However, to help us convey the priority message of each activity's promotional campaign, we propose here the following grouping of individual activities to be promoted in the three action lines:

Table 1 - Action lines

ACTION LINE 1: ACTIVATING & MAINTAINING SIMPLA NETWORK	
	Focus groups
	Workshops
ACTION LINE 2: CREATING & UPDATING SIMPLA INTEGRATED MODEL	
	Launching the Website
	SIMPLA guidelines & observatory (parallel)
ACTION LINE 3: ADVANCING KNOWLEDGE	
	Capacity building
	Webinars
	Mutual learning event

HOW

We will develop an ad-hoc communication campaign to promote each of the 7 SIMPLA activities listed above. Therefore, here we will only mention the main communication tools at our disposal, and the indicators we committed to reach, so that partners can keep them in mind when carrying out their own communication actions.

Moreover, in case of major communication actions the Coordinator may also seek the support of the European Commission/EASME (via the Project Advisor) to amplify their impact and results.

Suggestions for communication tools

Table 2 - Communication tools & indicators

Communication tool	Indicator
Website	10.000 Unique visitors
Presentations at external events	48 presentations made
Liaison with media and communication departments of stakeholders, when present	45 press releases
Mass media	150 articles and interviews on newspapers, magazines, web portals, TV and radio
Social media	450 posts on Twitter, 100 posts on LinkedIn
Direct contact including mass e-mails, newsletters, printed material and meetings	3.000 officers informed about the project= average 190 per partner
Liaison with impact multipliers who committed to the project	150 post/articles/mass emailing messages/newsletters disseminated through impact multipliers, replicating organizations and other networks
Printed material	No indicator specified

Main types of tools

For the sake of simplicity, the communication tools detailed above can be divided into five kinds of media: social networks, websites, news, emails and public presentations.

Social Networks

The social networks we are planning to address are mainly Twitter and Facebook, due to their widespread use. In both socials, the tweet/post should contain the hashtag **#ItsSIMPLA**: this hashtag has been chosen because it is simple, short and univocal (at the moment there is not such an hashtag in use). Using it, it will help to track the conversations and engage with the audience. It will be possible to use relevant, unbranded hashtags (e.g. #smartcities, #urbanmobility, #sustainability, #energyefficiency, etc.) to give the tweets more visibility, but partners are invited not to use more than 4-5 hashtag per post/tweet. When tweeting, an URL-shortened link should be used if there is the need to point at specific pages of the website without consuming too many characters of the 140 available. In the case of posts on Facebook, normal URL should be used.

PROJECT PARTNERS are expected to help disseminating SIMPLA and its action lines through their social accounts (as shown in Table 3). When major outcomes will be achieved (namely the publication of the first version of the Observatory, the outcomes of the final event and after the replication sessions) the coordinator will write an article that will be published on LinkedIn selected groups to start a discussion. The partners are expected to share it through their LinkedIn accounts, in addition to the tweets and posts.

Also **PARTICIPANTS** (both trainees and the final event audience) will be encouraged to tweet and post about the events they are attending using the #ItsSIMPLA hashtag.

The coordinator will also ask **RELEVANT EXTERNAL** social accounts to share and help communicate SIMPLA actions. To this regards, in case of major project news and achievements the Coordinator will issue a tweet (in English) making reference to @H2020EE for retweets.

Websites

In correspondence with important steps of the project, **PROJECT PARTNERS** will be asked to advertise it on their websites to raise awareness about the project. This could be done with either a news/highlight or by putting a banner in a visible part of their website, linking to the SIMPLA website. Having links from distinguished websites pointing to www.simpla-project.eu is important because these are a powerful tool to improve the SIMPLA website ranking in **SEO** (Search Engine Optimization). A high ranking will make the website show up higher in google or other search engine results, making it more visible. If using a banner, associating specific keywords (they will be suggested on a case by case basis) will make it more effective. When writing a news about the project, the text should always contain the EC acknowledgement.

If a project partner creates a page dedicated to the project, it must put a visible link or banner pointing to www.simpla-project.eu and should monitor the visit count to the pages related to the project and insert the data in the monitoring tool (see Annex I). Section of partners' websites about SIMPLA can be a useful tool but they must not become an alternative SIMPLA webpage.

The very **SIMPLA WEBSITE** will of course be one of the main tools for communication and must contain all information about the project and its advancements. It will give visibility to project progress publishing news, and in three major occasions it will change its own appearance to give more relevance to certain sections ("apply" during the recruitment phase, "Online Observatory" once this is published and "outcomes" after the final event). The project website will also contain "expression of interest" forms to collect email addresses for the trainings and later for the replication. The Online Observatory will be available since its first version, and it will be increasingly rich in content with information from the guidelines and the materials from the trainings, webinars and replication sessions. Before the final event, we will create a dedicated sub-site bearing all information about its content, the speakers, the agenda, and possibly streaming the event on YouTube. It will be possible to access the subsite from a banner in the SIMPLA homepage or the partners' websites and it will link back to www.simpla-project.eu. It is mandatory for project partners to keep the SIMPLA website up to date. A news related to the project should always be posted on the website, and if relevant on the partner website. The partners in charge with the content management of the website in their language must always ensure it is updated and it contains all news and information needed.

The coordinator will also ask **RELEVANT EXTERNAL WEBSITES** to share information about SIMPLA events and outcomes to maximize the impact. If participants to the capacity building, coaching actions and replication have a website, they can be involved too asking to publish news and banners as the project partners.

Project Press Releases

As a general rule, the coordinator will produce the project press releases in English and the partners will have it translated and adjusted to each local context. Then each partner will share it with its own local media and press offices. If a partner is willing to produce a press release, this will be shared with the coordinator and the leader of WP7 (Communication and dissemination) and, once approved, with all the partners. Prior to the final event, a "save the date" announcement will be produced. The last press release (February 2019) will be produced and disseminated by the municipalities developing SIMPLA integrated plans to announce their finalisation.

Email contacts & phone calls

In three important moments **EMAILS AND/OR** partners' and multipliers' **NEWSLETTERS** will be used: for promoting trainings, the final event and its outcomes. They will be utilized to reach relevant stakeholders or impact multipliers.

When promoting SIMPLA trainings, the **DIRECT CONTACT** will consist of a tailored message and a pdf brochure about the project and the opportunities it gives that will be sent to all eligible local authorities (LAs). Direct

contact can be also intended as a call to arrange a meeting with relevant groups. Printed and digital documents should be used to give stakeholders a clear and organized reference.

MASS EMAIL to all stakeholders (LAs that participated in trainings, LAs of SIMPLA countries already contacted at the beginning of the project for the selection, LAs who signed the letter of support, non-institutional actors, LAs selected for replication, LAs from other countries interested but not selected in replication, etc.) will be used for promoting the recruitment and the final event. It will also be used at the launch of the website: partners will send mass-email to their contacts introducing the website and the possibility to register on the website to get support from the project or take part in project events. Mass email will consist of a plain text email, possibly with attachments.

Public presentations

When possible, the partners should promote the project and its event/outcomes at relevant public events. Project partners should put special effort in finding such events especially to promote the recruitment of trainees, the final event and to disseminate project results at the end of the project. Partners could organize a press conference in correspondence with the final event to stream the event and/or disseminate the outcomes of the project.

Participation in public events (at either local, national or international level) should be advertised on the project website by means of a dedicated news.

Other tools

Printed material & digital documents

Different kind of documents will be used to promote SIMPLA. Some of the documents will be produced by project partners using the provided templates (see Annex III), while others will be designed by Promoscience.

We will produce and print some printed materials (flyers and roll up) within the first year of the project to be circulated for project information and promotion of the activities. It will be possible to print other materials during the project depending on the needs. Possibly a final booklet containing the guidelines could be printed in correspondence with the final event. The number of copies and the language are to be defined.

A browsable pdf replicating the flyer content but optimized for pc reading and desktop printing will be produced on the occasion of the recruitment of trainees.

SIMPLA partners' websites and social networks lists

We have created a list detailing all the partners' websites and social networks, so that partners can share with each other any communication resource that can be posted on these communication tools, hoping that it will help boosting the impact of our joint efforts, and strengthening our sense of community. (N/A= not available).

Table 3 - SIMPLA partners websites and social networks

Partner	Website	Facebook page	LinkedIn	Twitter	YouTube	Vimeo	Other
1 AREA	https://www.areasciencepark.it/	https://www.facebook.com/areasciencepark	https://www.linkedin.com/company/area-science-park	https://twitter.com/areasciencepark	https://www.youtube.com/user/AtominoFVG	https://vimeo.com/areasciencepark	
2 REGIONE FVG	http://www.regione.fvg.it/rafv/cms/RAFVG/	N/A	N/A	N/A	https://www.youtube.com/user/RegioneFVG		http://www.fvg.tv/WebTV/
3 REGIONE TOSCANA	http://www.regione.toscana.it/	https://www.facebook.com/Regione-Toscana-187410124612827/	https://www.linkedin.com/company/regione-toscana	https://twitter.com/R TConsiglio			
4 PROMOSCIE NCE	www.promoscience.com	N/A	N/A	N/A	N/A	N/A	N/A
5 STENUM	www.stenum.at	https://www.facebook.com/STENUM-GmbH-100104893391541/?ref=hl	https://www.linkedin.com/company/stenum-gmbh	N/A	N/A	N/A	https://www.xing.com/companies/stenumgmbh
6 KAERTNEN	www.umwelt.ktn.gv.at www.energie.ktn.gv.at	https://www.facebook.com/landkaernten https://www.facebook.com/e5inkaernten/	N/A	N/A	N/A	N/A	http://kaernten.tv/
7 CIRCE	https://www.fcirce.es/	https://www.facebook.com/fcirce/	https://www.linkedin.com/company/circe-research-centre-for-energy-resources-and-consumption?trk=nav_account_sub_nav_company_admin	https://twitter.com/fCIRCE	https://www.youtube.com/user/CirceResearchCentre		

8	DPZ	http://www.dpz.es/	https://www.facebook.com/dpzaragoza	N/A	https://twitter.com/DPZaragoza	N/A	N/A	N/A
9	DIPHUELVA	http://www.diphuelva.es/	https://www.facebook.com/DiputaciondeHuelva	N/A	https://twitter.com/DipuHU	https://www.youtube.com/user/diphuelva	N/A	https://www.flickr.com/photos/diputaciondehuelva
10	DLAEM	www.dlaem.org	N/A	N/A	N/A	N/A	N/A	N/A
11	UBBSLA	www.ubbsla.org	N/A	N/A	N/A	N/A	N/A	Monthly electronic bulletin, distributed regionally
12	REAKVARNER	www.reakvarner.hr	N/A	https://www.linkedin.com/company/regional-energy-agency-kvarner-ltd-?trk=top_nav_home	N/A	https://www.youtube.com/channel/UC_4_OiS1jKTMjAwRmjsKTGA	N/A	N/A
13	PGKC	http://www.pgz.hr	https://www.facebook.com/PrimorskoGoranskaZupanija	N/A	https://twitter.com/pgzupanja	http://www.youtube.com/user/PrimorskoGoranska	N/A	https://www.pinterest.com/pgzupanja
14	ISTRIA	http://www.istra-istria.hr/	N/A	N/A	N/A	N/A	N/A	N/A
15	ALEA	http://alea.ro/en/	www.facebook.com/comunitatea.alea	N/A	www.twitter.com/alea_ro	www.youtube.com/c/Agent%C5%A3iaLocal%C4%83aEnergieiAlbaAlbalulia	N/A	www.plus.google.com/+Agent%C5%A3iaLocal%C4%83aEnergieiAlbaAlbalulia/about
16	ALBA	www.cjalba.ro/english ,	https://facebook.com/ConsiliulJudețeanAlba	N/A	N/A	N/A	N/A	N/A

Other websites and social networks

With the inputs from SIMPLA partners, we have identified several other websites and social network accounts and pages of other initiatives external to the project, but somehow related to it. Partners are free to use these links, which are only a set of examples and do not constitute an exhaustive list, to promote the activities planned in the project. Also, partners can use these example as a basis to brainstorm on further similar sites where SIMPLA activities could be promoted, especially at local level. To facilitate the consultation of this list, we have clarified whether the sites address global, Europe-wide, or country-specific audiences.

Table 4 - Global audience

Name	Website	Facebook page	LinkedIn	Twitter	YouTube
Sustainable energy for all	http://www.se4all.org/	https://www.facebook.com/sustainableenergyforall/info/?tab=page_info	N/A	https://mobile.twitter.com/SE4ALL	https://www.youtube.com/user/se4allsefa
United Nations Sustainable Development Platform	https://sustainabledevelopment.un.org/	https://www.facebook.com/UNRioplus20/	N/A	https://mobile.twitter.com/sustdev	N/A
United Nations Environment programme	http://www.unep.org/documents.multilingual/default.asp?documentid=52	https://www.facebook.com/UNEP	https://www.linkedin.com/company/unep	https://mobile.twitter.com/unep	https://www.youtube.com/user/UnepAndYou
United Cities and Local Governments	http://www.uclg.org/en/organisation/about	https://www.facebook.com/UnitedCitiesAndLocalGovernments	N/A	https://mobile.twitter.com/uclg_org	https://www.youtube.com/user/UCLG11
CIVICUS	http://www.civicus.org/index.php/en/	https://www.facebook.com/CIVICUS	https://www.linkedin.com/company/civicus	https://mobile.twitter.com/civicusalliance	https://www.youtube.com/user/civicusworldalliance

Table 5 - European audience

Name	Website	Facebook page	LinkedIn	Twitter	YouTube
CIVITAS	http://civitas.eu/	https://www.facebook.com/pages/Civitas-Initiative/355555381152607?ref=hl	https://www.linkedin.com/company/civitas-initiative	https://twitter.com/CIVITAS_EU	https://www.youtube.com/user/CIVITASPlus
FIESTA	http://www.fiesta-audit.eu/it/	N/A	N/A	N/A	N/A
BUMP	http://www.bump-mobility.eu/en/home.aspx	N/A	N/A	N/A	N/A
COVENANT OF MAYORS	http://www.covenantofmayors.eu/index_en.html	https://www.facebook.com/Covenant-of-Mayors-135799949796081/		https://mobile.twitter.com/eumayors	
ELTIS	http://www.eltis.org/	https://www.facebook.com/urbanmobilityportal	https://www.linkedin.com/company/eltis	https://mobile.twitter.com/EltisPortal	https://www.youtube.com/channel/UCHf4yoE3wUhgav5-yMkGpg
ENDURANCE	http://www.epomm.eu/endurance/index.php	N/A	N/A	N/A	N/A

PATRES	http://www.patres.net/ita/homepage-italiano.aspx	N/A	N/A	N/A	N/A
ALTERENERGY	http://www.alter-energy.eu/index.php/project	https://www.facebook.com/Alterenergy-124863481046300/	N/A	N/A	N/A
COVENANT CAPACITY	http://www.covenant-capacity.eu/	https://www.facebook.com/Covenant-capacity-224888744350525/	N/A	https://mobile.twitter.com/CovenantCapacity	N/A
CONURBANT	http://www.conurbant.eu/en/	N/A	N/A	N/A	N/A
ENERGYFORMAYORS	http://energyformayors.eu/	N/A	N/A	N/A	N/A
INTELLIGENT ENERGY EUROPE	http://ec.europa.eu/energy/intelligent/	N/A	N/A	https://mobile.twitter.com/H2020EE	N/A
European Economic and Social Committee Sustainable Development Observatory	http://www.eesc.europa.eu/?i=portal.en.sdo-observatory	https://www.facebook.com/EuropeanEconomicAndSocialCommittee/	https://www.linkedin.com/company/european-economic-and-social-committee	https://mobile.twitter.com/EU_EESC	https://www.youtube.com/user/EurEcoSocCommittee
European Commission Directorate General for Energy	https://ec.europa.eu/energy/en	https://www.facebook.com/EuropeanCommission	https://www.linkedin.com/company/european-commission	https://mobile.twitter.com/energy4europe?lang=en	https://www.youtube.com/user/eutube
European Commission's Environment Directorate-General (DG)	http://ec.europa.eu/dgs/environment/index_en.htm	https://www.facebook.com/EUEnvironment/?fref=pb&hc_location=profile_browser	N/A	https://mobile.twitter.com/EU_ENV	https://www.youtube.com/user/EUEnvironment?feature=watch
Council of European Municipalities and Regions	http://www.ccre.org/	N/A	https://www.linkedin.com/company/council-of-european-municipalities-and-regions	https://twitter.com/crecemr	https://www.youtube.com/user/cremccre
Platforma	http://www.platforma-dev.eu/page.php?parent_id=2&page_id=14	N/A	N/A	https://twitter.com/Platforma4Dev	https://www.youtube.com/channel/UC6WYm5PB0xn0SxSUGljXz0Q
Cities for mobility	http://www.cities-for-mobility.net	https://www.facebook.com/citiesformobility	N/A	N/A	N/A
ICLEI	http://www.iclei.org/	N/A	N/A	https://twitter.com/iclei	N/A
ANCI	http://www.anci.it/	https://it-it.facebook.com/www.anci.it/	N/A	https://twitter.com/comuni_anci?lang=it	N/A
EPOMM	http://www.epomm.eu/	N/A	https://www.linkedin.com/groups/7411681/profile	N/A	N/A

Table 6 - Country-specific audience: Spain

Name	Website	Facebook page	LinkedIn	Twitter	YouTube
EBROPOLIS	http://www.ebropolis.es/web/index.asp	https://www.facebook.com/ebropolis/	N/A	https://twitter.com/ebropolis	https://www.youtube.com/user/ebropolisaragoza
Gobierno de Aragon	http://www.aragon.es/	https://www.facebook.com/pages/Gobierno-de-Aragon/112582432100845?ref=ts	https://www.linkedin.com/company/gobierno-de-aragon	https://twitter.com/gobierno_aragon	https://www.youtube.com/user/GobiernoAragon
Federación Aragonesa de Municipios, Comarcas y Provincias (FAMCP)	http://www.famcp.es/	https://www.facebook.com/profile.php?id=100010373771195&fref=ts	N/A	https://twitter.com/FamcpAragon	N/A
Diputación Provincial de Teruel	http://www.dpteruel.es/DP/T/dpteruel.nsf	N/A	https://es.linkedin.com/in/luis-miguel-muñoz-gregorio-2a6ba242 , http://es.linkedin.com/in/lauragascon	https://mobile.twitter.com/i/guest	https://www.youtube.com/user/UniversidadSanJorge
Univesidad San Jorge	http://www.usj.es/	https://www.facebook.com/pages/Universidad-San-Jorge/175010162654329	https://www.linkedin.com/edu/universidad-san-jorge-12247	https://twitter.com/_usj_	https://www.youtube.com/user/UniversidadSanJorge
Aragon Energetica	http://www.aragonenergetica.com/	N/A	https://www.linkedin.com/company/arag%C3%B3n-energ%C3%A9tica?trk=top_nav_home	https://twitter.com/AragonEnergetic	N/A

Table 7 - Country-specific audience: Croatia

Name	Website	Facebook page	LinkedIn	Twitter	YouTube
Croatian Counties Community	http://hrvzz.hr	https://www.facebook.com/HrvatskaZajednicaZupanija	N/A	N/A	https://www.youtube.com/channel/UCSSMlrkkO9YtJ9o9isFhcJg

WHEN

Timeline and tools to use to promote each major activity

In the table below are shown the direct actions planned before (B) during (D) or after (A) each activity. This timeline of communication and dissemination activities is not exhaustive: the tools can be used also in other occasions, apart from the press releases and mass email. The implementation of these actions should be agreed upon with Promoscience and the coordinator to avoid resulting spam.

Promoscience is at partners' disposal in case of doubts or questions.

In Table 3, the "L" signals special efforts, such as a LinkedIn article (in addition to tweets and posts) when promoting through social networks, while "C" marks a change in the website to give more relevance to a significant section (instead of a simple news or upload of contents).

Table 8 - Communication activities and tools

Start	Activity to be promoted		Social Networks			Websites			Press	Email, phone calls			Pres
			Partners	Participants	Ext.	Partners	SIMPLA	Ext.	Press Release	Direct Contact	Newsletter	Mass Email	Public Pres.
Jun. 2016	Focus Group	D A											
Sep. 2016	Workshops	D A								before			
Jun. 2016	SIMPLA website launch	A											
Oct. 2016	Recruitment for trainings	B	L				C						
Apr. 2017	Training + coaching	D A											
Jan 2017	Observatory V1 online	A	L				C		Jun '17				
Feb 2017	Webinars	B A											
Sep. 2018	Recruitment for replication	B											
Dec. 2018	Final Event	B D A					C	A	Save the date				
Jan. 2019	Final sessions	D A											
Feb. 2019	End of the project	A	L					A	Plans				

Summary of major timeframes

To summarize all the above, partners should be prepared to start promoting and/or disseminating the above-mentioned activities in the following timeframes. The activities in bold are the ones which we consider as the heart of the project, and which therefore need extra dedication:

Table 9 - Timeline of major timeframes

	M4-M11	M12-M20	M21-M32	M33-M36
	May 2016 - Dec 2016	Jan 2017 - Sept 2017	Oct 2017 - Sept 2018	Oct 2019 - Jan 2019
Focus group + Workshop				
Vade mecum				
Guidelines	Bone structure	V1	V2	V3
Manifesto				
Website launch				
Capacity building - preparation				
Capacity building - trainings				Final training sessions
Coaching Actions		Recruitment & start		
Webinars				
Final event				

Overall, promotion aimed at the network activation will take place in the first year of the project, while the promotion of the SIMPLA integrated model will ideally take off in April 2016 and last all the way until the end of the project. Knowledge advancement will be promoted throughout the whole project duration, and will become fully operational from October 2016 when getting ready for capacity building courses. Here communication will serve the purpose of both encouraging participation in training events (when appropriate) and of sharing the training materials with those who could not participate in training events. Therefore, all communication actions will happen both before and after the events.

WHO & WHERE

Target groups

SIMPLA activities have different target groups, and consequently our communication actions also need to address different target groups, but overall, the main target common to all SIMPLA activities are public authorities. In light of this, each communication action will use different tools and styles targeting such audiences, to be specified in the ad-hoc communication campaigns which Promoscience will share with partners. The target groups identified for the whole project are:

- local authorities & public officers
- other public institutions (incl. ministries & national agencies)
- energy & mobility agencies
- research institutes
- energy & mobility experts
- media
- associations

Geographical distribution

These target groups can be distributed at different geographical levels:

1. **Territorial**, covering SIMPLA 9 territories (Friuli Venezia Giulia, Tuscany, Carinthia, Aragon, Andalusia, Black sea, Primorje-Gorski Kotar, Istria, Alba Julia);
2. **National**, covering SIMPLA countries (Italy, Austria, Spain, Bulgaria, Croatia, Romania);
3. **International**, covering all SIMPLA countries with no need for specific addressing of single countries;
4. **International**, covering all EU countries including also those that are not covered by SIMPLA partners, and with no need to address single countries.

Table 10 - Geographical distribution

Activity	Target groups	Geographical distribution
Vade mecum	<ul style="list-style-type: none"> • local authorities 	International, all SIMPLA countries
Focus groups	<ul style="list-style-type: none"> • Institutional actors 	Territorial (see 9 territories above)
Workshops	<ul style="list-style-type: none"> • energy agencies • research institutes • energy experts • associations 	Territorial (see 9 territories above)
Website	<ul style="list-style-type: none"> • all target groups 	International, all SIMPLA countries (English)+ national, each SIMPLA country (6 languages)
Guidelines bone structure, guidelines version 1 and 2 + manifesto + observatory	<ul style="list-style-type: none"> • all target groups 	International, all SIMPLA countries
Guidelines version 3 + observatory		International, all EU countries
Capacity building courses	<ul style="list-style-type: none"> • local authorities in SIMPLA countries 	International, all EU countries (appoint trainers);

		territorial, each SIMPLA country (to recruit beneficiaries)
Coaching actions	• Local authorities	Same as for capacity building courses
Webinars	• All target groups, focus on local authorities	International, all EU countries, but focus on SIMPLA countries (1 per country)
Final learning event	• All target groups	International, all EU countries
Final training sessions	• Local authorities in SIMPLA countries	National, each SIMPLA country.

Partners are encouraged to take into account the foreseen geographical distribution of these target groups of each SIMPLA activity when promoting them. Promoscience will provide all communication materials in English, and partners will take care of translating them, when necessary, in their own languages. This will be important especially when targeting local authorities, in order to avoid any language barrier, and also to make sure that the project message is translated according to the specific local contexts. This might need, in fact, the shift of focus onto a specific issue that is particularly relevant to one country rather than to another. Partners are therefore encouraged to take a personalized approach in their communication actions when promoting project activities.

WHO IS IN CHARGE

Partners have identified among their institutes one person who will be in charge of coordinating communication activities at partner level. The person in charge will be responsible of following the guidelines drawn in this document and coordinate his/her partner activity with Promoscience and the Project Coordinator.

To facilitate easy interchange and smooth communication management among partners, the following table mentions these persons and their contact details:

Table 11 - Persons in charge

Partner	Person in charge of communication	E-mail	Telephone
1 AREA	Sara Baronio	sara.baronio@areasciencepark.it	+39 040 03755298
2 REGIONE FVG	Sebastiano Cacciaguerra	sebastiano.cacciaguerra@regione.fvg.it	+39 040 3774194 +39 331 5722039
3 REGIONE TOSCANA	Emiliano Carnieri	emiliano.carnieri@regione.toscana.it	+39 055 4383075
4 PROMOSCIENCE	Riccardo Brancaleon	riccardo.brancaleon@promoscience.com	+39 040 3755692
5 STENUM	Christina Krenn	christina.krenn@stenum.at	+43-316367156
6 KAERTNEN	Iris Speiser	iris.speiser@ktn.gv.at	+43 50 536 18223
7 CIRCE	Leo Subias	lsubias@fcirce.es	+34 976 762953
8 DPZ	Luis Alfonso Castellano	lacastellano@dpz.es	+34 976 28 88 11
9 DIPHUELVA	Pilar Vélez Calero	pvelez@diphuelva.org	+34 959494750
10 DLAEM	Elena Simeonova	assistant@ubbsla.org	+359 887 290 377
11 UBBSLA	Mariana Ivanova	office@ubbsla.org	+359 888 601500
12 REA KVARNER	Lea Perinic	lea.perinic@reakvarner.hr	+385 51 631 803
13 PGKC	Luka Dragojevic	luka.dragojevic@pgz.hr	+385 51 351 906
14 ISTRIA	Tina Dužman	tina.duzman@istra-istria.hr	+385 52 352 179
15 ALEA	Tiberiu Toma	contact@alea.ro	+40 755 093 351
16 ALBA	Marilena Moga	programe@cjalba.ro	+40 735 406 522

MONITORING COMMUNICATION PERFORMANCE

Partners will carry out their communication efforts autonomously after receiving the necessary materials and related guidelines for use and distribution by Promoscience; however, in order to maximize communication efforts and see if they are reaching their expected goal of engaging the right target groups in SIMPLA activities, we have developed a self-monitoring tool that each partner will have to fill in every six months and at each reporting period. Whenever the filled-in self-monitoring tool is due, Promoscience will send a reminder to all partners with a notice of at least two weeks. Promoscience will then be responsible for collecting all partners' feedbacks and producing the related aggregated tables. The self-monitoring tool is an Excel file where partners will specify details about the communication actions performed: its completion will enable us to assess our progress in reaching our target indicators, and overall it will guide us in understanding whether our communication campaign is going in the right direction, or if instead we need to explore new paths. The Excel monitoring tool has also been designed to meet the dissemination reporting needs of the European Commission on the participant portal; it is attached to this plan as Annex I.

DEVIATION FROM THE ORIGINAL WORK PLAN

The contents of this plan concern promotion of activities to take place during the project only; we think that given the early stage of the project in which we are at the time of writing this communication plan, it is premature to write now how we plan to exploit the project beyond its duration, as we first need some feedback on how the communication actions to promote the project itself are working, whether we need to adjust them, focus more on one target group or another, or on a communication channel or another. Therefore, we propose to develop the dissemination and exploitation plan at the beginning of the second year of the project, and we have preferred to focus in this plan on guiding partners how to best address the potential beneficiaries of SIMPLA activities.

ANNEX I - COMMUNICATION MONITORING SYSTEM

Partners will have to file every six months and at each reporting period an excel file aimed at monitoring communication performance. This is composed of the following tabs. When applicable, we have also specified the indicators we need to reach related to each communication action, as described in the project:

- Events in which the partner has participated, presenting SIMPLA;
- Events organized by the partner, related to SIMPLA;
- Press releases produced and circulated;
- Articles;
- Contacts with the media;
- Posts on social networks;
- Direct contact with officers;
- Dissemination by externals;
- Web visitors.

1. EVENTS IN WHICH YOU PARTICIPATED TO BE ACHIEVED: 48 PRESENTATIONS AT EXTERNAL EVENTS											
Partner	Event title	Type of event	Date & place	Type of audience	Geographical Level	Number of participants	Type of contribution given	Link to programme	Link to ppt/material presented	Link to meeting minutes, if relevant	Notes

2. EVENTS ORGANIZED												
Partner	Event title	Type of event	Date & place	Type of audience	Geographical level	Number of participants	What was the topic/purpose of this event?	Link to programme/public online (on intranet)*	Link to ppt/material presented (any other material presented by participants, which is relevant to SIMPLA)	Link to meeting minutes, if relevant	Link to attendees list*	Notes

3. PRESS RELEASES TO BE ACHIEVED: 45 PRESS RELEASES			
Partner	Link to press release*	Who did you send it to? (name of media/other type of beneficiary/specific recipient's name)	Notes

4. ARTICLES TO BE ACHIEVED: 50 articles and interviews in newspapers, magazines, web portals, TV and radio						
Partner	Publications type produced (e.g. article, news highlight, case study, interview, etc...)	Link to article/publication if any (online or on SIMPLA intranet)*	Target audience	Geographical distribution	When was it published/posted? (date)	Notes

5. CONTACT WITH MEDIA					
Partner	Name of the media you contacted	When did you contact this media? (date)	How did you contact them?	On what occasion did you contact them? (e.g. launch of the observatory/publicity of working groups)	Notes

6. POSTS ON SOCIAL NETWORKS TO BE ACHIEVED: 450 posts on Twitter, 100 posts on LinkedIn				
Partner	What type of social network is this?	Link to post related to SIMPLA placed on this social network	When was it posted? (date)	Notes

7. DIRECT CONTACT WITH OFFICERS TO BE ACHIEVED: 3.000 OFFICERS INFORMED ABOUT THE PROJECT= 190 PER PARTNER				
Partner	In which semester did you make this contact?	How (email/phone/both)	How many officers did you phone/email/ contact directly by phone and/or email?	Notes

8. DISSEMINATION BY EXTERNALS TO BE ACHIEVED: 150 post/articles/mass emailing messages/newsletters disseminated through impact multipliers, replicating organizations and other networks					
Impact multiplier/replicating organization or other entity who sent the mass email/newsletter or placed the post/articles	When did they send the mass email/newsletter or placed the post/article (date)	How many people did they reach through this action? (if post or article: target audience; if mass email/newsletter: how many recipients)	If post/article, link to post/article	If newsletter, link to newsletter sent*	Notes

9. WEBSITE VISIT				
Partner	Number of visits to the SIMPLA-related section/page	Link to the SIMPLA-related section/page	Number of visits to the SIMPLA-related news (total)	Notes

ANNEX II - MONITORING TOOL INSTRUCTIONS

The following text was sent to the partners together with the monitoring tool shown above, to agree on the contents of the tool and explain how to fill it in.

Communication monitoring tool

Dear partners, we have created a list of inputs that we will need from you to monitor our communication performance. You do not need to fill it in now; just have a look at these instructions and at the excel file, and get back to us for any doubt. You will have to fill the Excel file every six months and at reporting periods.

Instructions to fill in the excel file

General tips:

- In each tab, please state your partner's short name in the relevant column from the drop-down menu;
- Once you have completed filling in the excel file, please save it with your partner's short name in the file, e.g.: communication_monitoring_tool_area.xls;
- For material to be attached, if not available online on public websites (e.g. the program of a conference), please upload on the SIMPLA intranet under the relevant meeting/event/media folder and then paste the relevant link to the intranet route in the excel monitoring tool (e.g. PowerPoints of presentations made, meeting minutes, attendance lists, articles, etc..). Details on the intranet and on how to retrieve intranet routes to uploaded files will follow soon in a separate email.

If you would like to add or change anything in the structure of this Excel file, please let us know **by 10 April 2016** to:

riccardo.brancaleon@promoscience.com

Thank you for your cooperation!

The Promoscience dissemination team.

ANNEX III – BRAND GUIDELINES

Maximizing communication and dissemination

To give SIMPLA a strong and distinctive identity, not only have we designed a logo and defined other visual elements such as a colour palette and fonts to use, but we also set a number of rules and templates to help the project partners to easily yet effectively promote SIMPLA image.

Brand identity guidelines are intended to create a clear and recognizable SIMPLA project identity. These guidelines should always be followed by project partners to ensure a coherent and consistent use of the visual elements in all communication materials related to the project and the project results. This includes publications, presentations, and all other marketing materials both online and offline.

The communication guidelines are published on the following website available to project partners:

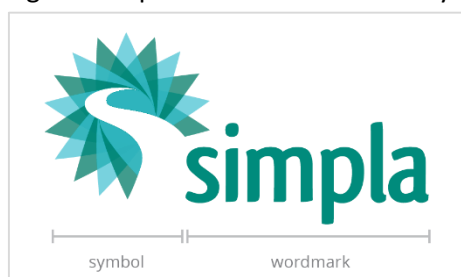
<https://app.frontify.com/d/rUQNHKvwZ7p6/simpla-project-style-guide>

They include information about the SIMPLA logo and its usage, the colour palette, the fonts used and how to correctly acknowledge the EC and the disclaimer to use. Furthermore, there is a list of the templates that have been produced and direct links to the project intranet where partners can download all material.

Below are listed some of the visual elements that can be found in the branding website.

Logo & logo usage

The project logo is an important graphic element and must be used consistently and appropriately. SIMPLA logo is composed of two elements: symbol and wordmark. The symbol represents an integration between a sun-shaped figure and a silhouette of a road, suggesting the idea of the integration between SEAP and SUMP.



Different versions (coloured, black and white) are available for download on the above-mentioned website.

Figure 1 - SIMPLA logo

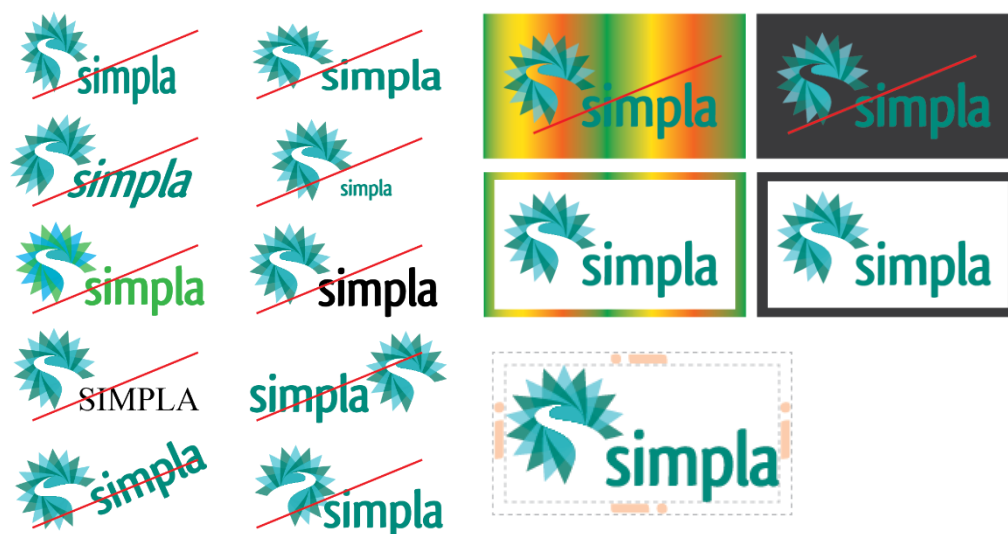


Figure 2 - Logo usage examples

Corporate

slides

PowerPoint templates were produced for each single partner, bearing the partner's logo on the front page and (in gray) in the inner pages. This template includes styles, colours and stylized tables/schemes, helping the partner producing SIMPLA presentation with a strong visual image. This template should be used for all presentations.



Figure 3 - PowerPoint template example - two slides

Document templates

We created Word templates for different uses. Using these templates the partners have full control of the content while ensuring the coherence of the visuals. In fact, these documents includes SIMPLA font styles and colours. These documents are meant to be used as a base for all documents produced within the project.

Reports

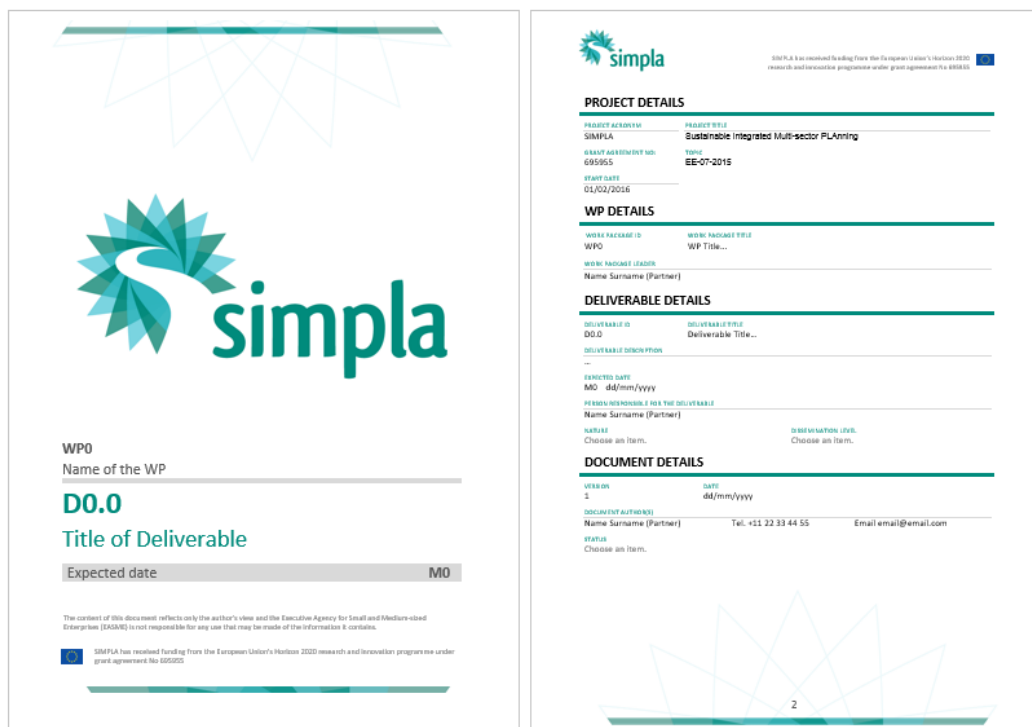
In the case of deliverables whose nature is that of a report itself of public interest, a special template, including a coverage page, has been produced and should be used. In the case of deliverable reports themselves,

i.e. those to be submitted on the participant portal to the EC, these should follow the template we have created, which is shown here below.




The figure shows a two-page template for a public report. The left page has a teal background with a large white circle containing the SIMPLA logo. Below the circle, the text 'Public Report Title' is written in white. The right page has a white background. At the top left is the SIMPLA logo. Below it, the text 'Public Report Title' is written in teal. Underneath that, 'Version 1 - 01/01/2016' is written in small black text. A paragraph states: 'This report is an output of SIMPLA Project.' followed by the URL 'www.simpla-project.eu'. Below this is the European Union flag and a paragraph: 'SIMPLA has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 695955'. Another paragraph states: 'The content of this document reflects only the author's view and the Executive Agency for Small and Medium-sized Enterprises (EASME) is not responsible for any use that may be made of the information it contains.' At the bottom right, the number '2' is visible.

Figure 4 - Public Report template



The figure shows a two-page template for a deliverable. The left page has a white background. At the top is a large SIMPLA logo. Below it, the text 'WP0' is written in bold, followed by 'Name of the WP'. Below that, 'D0.0' is written in bold, followed by 'Title of Deliverable'. At the bottom, 'Expected date' is written in a grey box, followed by 'M0'. The right page has a white background. At the top left is the SIMPLA logo. To its right, a small paragraph states: 'SIMPLA has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 695955'. Below this is the 'PROJECT DETAILS' section, which includes fields for 'PROJECT ACRONYM' (SIMPLA), 'PROJECT TITLE' (Sustainable Integrated Multi-sector PLAnning), 'GRANT AGREEMENT NO.' (695955), 'START DATE' (01/02/2016), and 'WP0'. Below this is the 'WP DETAILS' section, which includes fields for 'WP0 PACKAGE ID' (WP0), 'WP0 PACKAGE TITLE' (WP Title...), and 'WP0 NAME' (Name Surname (Partner)). Below this is the 'DELIVERABLE DETAILS' section, which includes fields for 'DELIVERABLE ID' (D0.0), 'DELIVERABLE TITLE' (Deliverable Title...), 'DELIVERABLE DESCRIPTION' (---), 'EXPECTED DATE' (M0 - dd/mm/yyyy), 'PERSON RESPONSIBLE FOR THE DELIVERABLE' (Name Surname (Partner)), 'NATURE' (Choose an item...), and 'SUBMISSION LEVEL' (Choose an item...). Below this is the 'DOCUMENT DETAILS' section, which includes fields for 'VERSION' (1), 'DATE' (dd/mm/yyyy), 'DOCUMENT AUTHOR(S)' (Name Surname (Partner)), 'Tel.' (+11 22 33 44 55), 'Email' (email@email.com), and 'STATUS' (Choose an item...). At the bottom right, the number '2' is visible.

Figure 5 - Deliverable template




Name of the event


Venue & Place, 01/01/2016


Agenda

TIME	TALK TITLE	SPEAKER
09:00	Lorem ipsum dolor sit amet: consequat nulla pariatur	John Smith - Affiliation
10:00	Ipsum dolor sit amet: consequat pariatur	Jane Doe - ABCD
11:00	Coffee Break	
11:30	Lorem ipsum dolor sit amet: nulla pariatur	Kate Brown - ZYXW
13:00	Lunch	
14:30	Consequat nulla pariatur, Lorem ipsum dolor sit amet	John Smith - Affiliation
15:45	Sit amet consequat	Jane Doe - ABCD
16:30	Consequat nulla pariatur, Lorem ipsum dolor sit amet	John Smith - Affiliation
17:45	Sit amet consequat	Jane Doe - ABCD
18:30	Event Adjourned	

www.simpla-project.eu

 SIMPLA has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 695955



 SIMPLA has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 695955

Useful information

Info 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.

- Nulla consequat massa quis enim.
- Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu.
- In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo.

Info 2

Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.

2

Figure 6 - Agenda template for training events



Title of Document

Author (Partner)

Date

The content of this presentation reflects only the author's view and the Directorate General for Small and Medium-sized Enterprises (DG SMEs) is not responsible for any use that may be made of the information it contains.

 SIMPLA has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 695955

Figure 7 - General document template



Figure 8 - Letterhead Template

Note: when to use letterhead

Document templates in general have the purpose of increasing visibility about the project and enabling readers to recognize SIMPLA fairly quickly. Therefore, special documents such as headed letters should be used when these help such recognition more than the partner's visual identity. For example, if a partner is writing to a set of readers who do not necessarily know about SIMPLA, but certainly know the partner, then this partner should use its own headed paper. If, instead, the partner is not known to the reader, then the SIMPLA headed paper can be used so as promote and increase awareness about the project.

How to use the templates

When using the PowerPoint and Word templates, some precaution should be used in order to fully exploit their potential.

Typography and colours



Figure 9 - Font styles

When using a word template, click on the “Home” tab. Font predefined styles should be used for body text and headings. Do not modify them. In the PowerPoint the styles are assigned in the Slide Masters and will appear automatically.

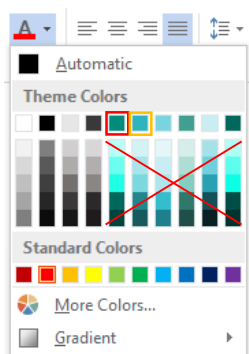


Figure 10 - Color palette

If you want to use colors, the documents has been assigned a SIMPLA color palette. If you need to pick a colour, as a general rule choose the green highlighted. If a second color is needed, use the highlighted light blue. Only if futher colours are needed, choose the others from the first row. As a general rule, do not pick the other colours. This would help to maintain the visual identity of the project.

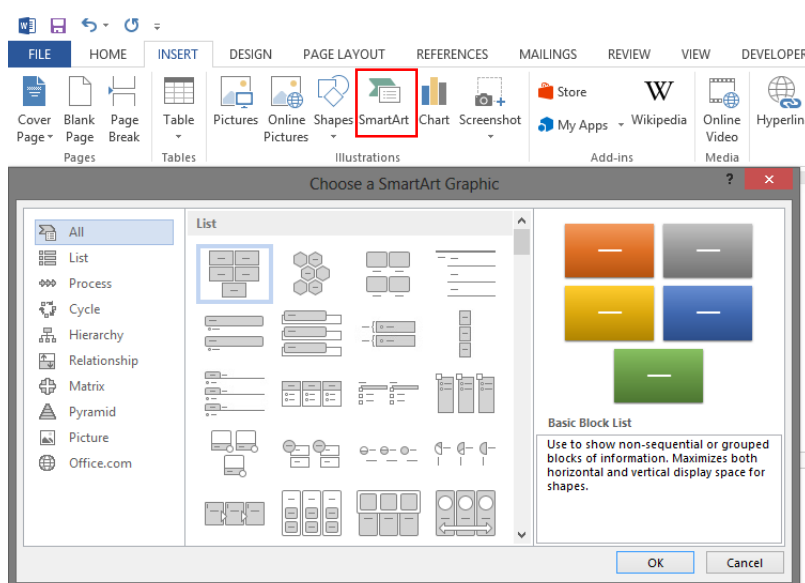


Figure 11 - Inserting SmartArt

Schemas and diagrams

Both in the Word and in the PowerPoint templates it is possible to insert SmartArt for schemas and diagrams. That will take the colours of the defined palette as a base, aligning them immediately to the colour scheme.

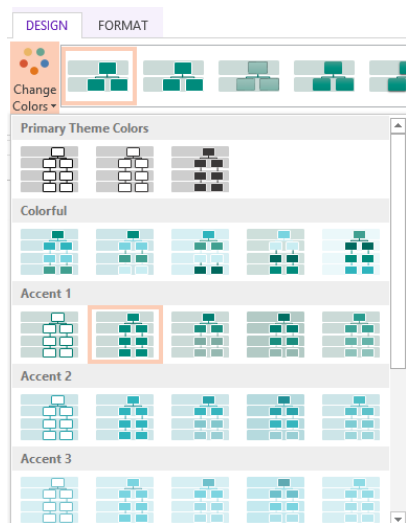


Figure 12 - Changing colours of SmartArt

It is possible to change the colour combination clicking on the “Design” tab and then selecting “Change colors”.

Please keep in mind legibility when choosing the colour combination. “Accent 1” should be the default choice since it uses the primary SIMPLA colour and it gives a good contrast to the text.



Figure 13 - Example of SmartArt

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