



pro-EE communication strategy

Introduction

The aim of this strategy is to establish a framework enabling the pro-EE network to communicate in a consistent, effective manner with all stakeholders, including local purchasers and decision makers involved in public procurement.

The strategy aims at presenting the core objectives of the network, the key target groups and the principal methods for delivering communications. The purpose is to ensure a continued and formalised flow of information to stakeholder in order to increase and maintain stakeholders interest and awareness. At the same time links with other networks/projects (especially other IEE projects) will be established and information will be exchanged.

Communication and dissemination will be continuous activities during the whole project. All relevant results will be distributed widely according to the dissemination strategy. The monitoring of the activities will be done on the basis of the dissemination matrix (see attachment)

Objectives

The specific objectives of this strategy are to

- Identify relevant stakeholders
- List routes of communication and means/media
- Provide a framework for dissemination

Target groups

Pro-EE has the following target groups:

- Environmental technology companies (mainly, but not only SMEs) (WP 2)
- Public Purchasers
- Producers
- National, regional and local decision makers involved in GPP
- Citizens (leaflet WP4)

Methods for Communicating

Methods of communication need to be adapted to meet the needs of the recipients and the particular circumstances. All individuals within the project, have a responsibility for the successful implementation of this strategy and the promotion of good communications.

Main communication instruments are:

- Pro-EE Homepage
- Pro-EE Newsletters
- Press releases/articles
- Reports/Manual/Leaflets
- Posters/Presentations
- Workshops/Conferences
- Networking

Elaboration of communication instruments

Corporate Image

The Network will use the pro-EE logos and it will adhere to the IEE guidelines.

Procurers and the public

The Network will consider how to involve public procurers in each specific piece of work it is committed to delivering. "Calls for Interest" to as many potentially interested public authorities as possible will be send out.

Web-site, newsletter & electronic communication

Email will be used as a significant source for communication to the various network mailing lists to distribute general information. An electronic project newsletter with a maximum of four pages will be produced twice a year (= 6 editions) to regularly disseminate the project's results. It will be prepared as a pdf-newsletter in 6 languages (English, German, Italian, Spanish, Portuguese, Greek) and disseminated via email. Its first edition will be dedicated to the presentation of the action and the partnership, while the upcoming editions will then present the project's results at that respective time.

Workshops, Conferences

Regional kick-off and feedback meetings will be held, with the aim to gain further partners in the pilot. regions. To promote the project's results and the concept and benefits of sustainable public procurement in general, a European Dissemination Conference will be organised for local politicians and technicians, but also other important stakeholders at the local and national level including NGOs, industry and business.

Manual

On the basis of experiences during these pilot activities a guide will be produced on how to undertake joint procurement for sustainable procurement activities, focusing on energy efficient procurement. The experiences gathered in this work package will be reported in form of an "implementation manual". It can be used by any public authority in Europe to access the potential benefits of joint procurement. After final editing by the work package leader, each regional co-ordinator will be in charge of translating the implementation manual, so that it will be available in six languages: De, En, Es, Gr, It, Pt.

Stakeholder consultation and involvement of citizens

All pilot cities will develop activities for involving external stakeholders and citizens. The aim is to jointly identify actions and measures for individual actors (companies, housing associations, private house owners, etc.) and how the local authority could support/promote such actions. For this purpose, all five cities will organise meetings with all (or a selection of) stakeholders, hold public meetings for citizens (to inform about the plan elaboration and about aims, possibilities and benefits of energy efficiency, presenting energy efficient appliances, etc.). A leaflet will be produced to inform citizens.

Print materials

The central dissemination tool for all products and tools developed in pro-EE will be a final leaflet in six languages. The leaflet will be produced at the end of the project, publishing the project results, and providing links to well-documented recommendations and best practice from the partner organisations and cities. It will be published in six languages (English, German, Greek, Italian, Portuguese and Spanish) and have specific sections adapted to the national context for the respective language. This project leaflet will be used on the long-term after the completion of the project to widely disseminate the project's products and tools. In addition, one newsletter will be printed.

Matrix

All planned and implemented activities will be documented and evaluated with the help of the "dissemination matrix":

The elements of the matrix are:

- Executing Partner, Work Package Number
- Respective Deliverable, Level of Dissemination, Means of Diss.
- Target Group, Diss. Content,
- Quantity of copies, participants, etc.,
- Hyperlink, Date

All pro-EE partner will provide the according information