PROSPECT

Peer Powered Cities and Regions

D.6.8: PROSPECT dissemination strategy (Draft)

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PROSPECT

Peer Powered Cities and Regions

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Preface

PROSPECT aims to create an easy and replicable peer to peer learning programme for regional and local authorities to learn with and from each other on how to finance and implement their sustainable energy and climate action plans using innovative schemes. The learning programme has five (5) thematic modules, namely public buildings, private buildings, public lighting, transport, and cross-sectoral in which regional and local authorities, who can serve as mentors or mentees, will learn in two ways: through peer mentoring and study visits. The learning programme has three learning cycles; each learning cycle offers 5 peer mentoring and 5 study visit programmes.

Who We Are

No	Participant Name	Short Name	Country Code	Logo
1	Institute for Housing and Urban Development Studies BV	IHS	NL	
2	The European association of local authorities in energy transition	ENERGY CITIES	FR	
3	European Federation of Agencies and Regions for Energy and the Environment	FEDARENE	BE	
4	Institute for European Energy and Climate Policy Stichting	IEECP	NL	
5	EUROCITIES ASBL	EUROCITIES	BE	
6	University of Piraeus Research Center	UPRC	GR	
7	Climate-KIC GmbH	CLIMATE-KIC GMBH	DE	
8	Ober Oesterreich Energiesparverband	ESV	AT	
9	Agencia Regional de Energia para os Concelhos do Barreiro, Moita e Montijo	S.ENERGIA	PT	
10	Mesto Trnava	TRNAVA	SK	

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1 Communication & Dissemination strategy

1.1 Concept

This document formulates an elaborate communication and engagement strategy for the PROSPECT project, map out communication milestones, and define in detail the project's target audiences, the messages relevant for each audience as well as the channels and communication vehicles that the project will use.

Efficient communication is a fundamental activity throughout PROSPECT's duration, since the success of the communication activities is key to reinforcing the use of the project's outcomes by all interested parties and target groups.

The purpose of the project's communication and dissemination strategy is to:

- Introduce and connect PROSPECT with the project's target audience, such as regional and local authorities as well as regional energy stakeholders, ensuring they are aware of the various financing options available for their SE(C)APs.
- Develop targeted engagement campaigns to ensure the participation of public authorities in the learning programme.
- Disseminate the project's objectives and results with public authorities in all European regions
- Ensure broad promotion of the outcomes of the project to encourage replication of the learning outcomes for the implementation of financing schemes
- Convey the message that there are various options for financing public authorities' SECAPs
- Inform the general public of the outcomes of the project to encourage future replication.

The communication media, tools and channels are designed specifically for the project's priority target audiences. They include a project website, the use of electronic and social media, stakeholder engagement activities and campaigns, information/dissemination materials, web-based dissemination, publications, events, etc.

While most of the project's communication will be in English as the learning programme will only be available in English, several WP6 deliverables will be translated into Dutch, French, German, Greek, Portuguese and Slovak in order to reach out to a wider audience. Through the cross-promotion strategy and with the support from national networks of local and regional authorities we can expect more languages to be covered and thus a wider outreach.

The effectiveness of the projects' communication will be monitored, evaluated and reviewed throughout the project with adjustments being made as appropriate.

Table 1 outlines the communication and dissemination deliverables' schedule.

Table 1: Deliverables' schedule

No.	Deliverable Name	Partner in charge	Month of delivery
6.8	PROSPECT dissemination strategy (draft)	FEDARENE	4
6.11	Summary of visual communication material (draft)	ENERGY CITIES	6
6.9	PROSPECT learning platform (draft)	CLIMATE-KIC	6
6.10	Summary of communication pack of PROSPECT (draft)	UPRC	6
6.2	PROSPECT learning platform	CLIMATE-KIC	12
6.6	Key lessons from the final conference	FEDARENE	35
6.1	PROSPECT dissemination strategy	FEDARENE	36
6.3	Summary of communication pack of PROSPECT	UPRC	36
6.4	Summary of visual communication material	ENERGY CITIES	36
6.5	Presentations at EU and national level	FEDARENE	36
6.7	Impact assessment of the dissemination strategy and actions beyond the duration of the project	FEDARENE	36

1.2 Target Groups

The identification of target groups at the beginning of the project is the key to effective communication. In order to trigger the interest of a variety of target groups, a tailor-made communication approach is adopted according to the type of message which is to be communicated and the audience to be addressed.

The project has a main target group which will directly benefit from and participate in the learning programme and indirect target groups who can relay the information and help us reach out to the main target group to take forward the project results and outcomes.

Direct Target group: Local & Regional Public Authorities and their agencies

The project key target group is the local and regional governments who have already demonstrated a strong political commitment towards a low carbon and sustainable energy transition through development of a Sustainable Energy Action Plan (SEAP) or an equivalent energy and/or climate action plan and need further support in adopting financing strategies to implement the actions.

This target group can be divided into three categories:

- Public authorities and their agencies who are members of the consortium or members of the networks of the consortium (Energy Cities, EUROCITIES and FEDARENE)
  This is a target group to which we have a direct access and with whom we already have an established relationship.
- Public authorities and their agencies who are members of the Covenant of Mayors or the ManagEnergy initiatives.
  This represents a larger group of public authorities (circa 9000). The communication channels to reach them are already in place but we do not necessarily have an already established relationship with.
- All other public authorities and their agencies.

This target group (direct target group) will also be divided into two categories: Members of this target group can act as mentors and mentees in the PROSPECT learning programme. Therefore, during the recruitment campaign, the messages might be adapted and customised in order to attract them.

Indirect Target groups

The indirect target groups are the those that will help the consortium reach out to other public authorities and also more generally that would relay the information from the project.

Local & Regional Energy Multipliers:

These are Networks of Local & Regional Authorities, Energy/Environment Agencies, and Development Agencies that provide information, advice and technical support in sustainable energy planning. They also often provide information on available financing schemes that could be used to finance SECAPs. They can advise and have an influence on public authorities in their decision-making process. They can mobilise energy stakeholders, citizens groups, energy utilities and the financing sector, to provide valuable input for the implementation of SECAPs. They can also play a key role in the recruitment process.

National & EU organisations:

This group could include: National energy agencies, ministries, EU institutions but also National & EU Networks of public authorities, NGOs. Such organisations are key in facilitating and organising the SEAP/SECAP implementation process. They can advise and have an influence on public authorities in their decision-making process. Additionally, thanks to their experience in networking activities they can mobilise energy stakeholders, citizens groups, energy utilities and the financing sector, to provide valuable input for the implementation of SECAPs. They can also play a key role in the dissemination of results of the project to both regional and local authorities.

Financial Partners:

One of the barriers for local and regional authorities to access finance is the lack of knowledge on all the financing sources available and how to develop bankable projects. These organisations could attract more clients and generate more business if local and regional authorities could come up with bankable projects. Therefore, this is a group that on one hand needs to be informed on the needs and challenges faced by public authorities in financing their energy & climate plan and on the other hand that could redirect our primary target group to the PROSPECT learning programme for support and training.

1.3 Key messages

The messages will be communicated clearly and timely to each target audience and will also be used to help achieve the communication objectives.

The messages are customized based:

- on the target audience: direct and indirect target groups;

- on the timeline of the project which will also influence the type of messages: at recruitment stages the messages will be different from the first learning cycle then the last cycle

- on the modules for the recruitment campaign

- on the type of channel, messages format and type of languages will be adapted to the type of channels (e.g. twitter VS Facebook)

Table 2 lists key messages to pass on to our target audience. These will help develop the specific messages needed for the engagement campaign (WP2). The specific messages will focus more on the characteristics of the mentors/mentees roles and on the specific action that could be financed.

Figure 1 on page 22 illustrates the timeline and the channels that will be used based on the type of target group and on the phase of the project.

Table 2: Stakeholder groups and key messages

TARGET	MAIN MESSAGES
LOCAL & REGIONAL AUTHORITIES & AGENCIES	Learn to use innovative financing mechanisms and make the energy transition in your city/region. Learn how to save energy and money in your city or region from your peers Replicate in your region, successful regional/local innovative financing schemes in energy efficiency Exchange knowledge and experience with other cities and regions on how to invest locally in sustainable energy and climate actions.
LOCAL & REGIONAL ENERGY MULTIPLIERS:	Facilitate exchange between local authorities/your members on innovative financing schemes to implement sustainable energy projects

	Help build capacities in local authorities/your members to secure funding for local energy/climate projects
NATIONAL & EU ORGANISATIONS:	Cities/Regions working together to deliver sustainable energy to their communities Cities/Regions working together to invest in the local economy Opportunity for local/regional authorities in your country/ your members to learn from experience Support the energy transition at the European level through a peer to peer learning programme on innovative financing for cities/regions
FINANCIAL PARTNERS	Help invest locally in sustainable energy projects Help local/regional authorities prepare bankable projects in sustainable energy/climate

2 Dissemination Tools

2.1 PROSPECT Visual Identity

This section presents the main dissemination tools that serve as a basis for the initial and fundamental PROSPECT dissemination among the identified target groups. These tools will be tailored to the audience and the needs that are identified throughout the project duration.

Logo & graphical elements

A clear identity has been established for PROSPECT and is used throughout all communications materials.

An easily recognisable logo has been developed. It gives a sense of networking with linking symbols, while the simplicity of the lines suggests efficiency.

The colour scheme is the same as that of the Covenant of Mayors to help local and regional authorities clearly identifying the link between the two initiatives.

Graphical guidelines

Guidelines on the use of the PROSPECT brand have been developed at the beginning of the project. Recommendations for using the logo are developed in the Graphic Guidelines. All materials produced by the PROSPECT consortium should follow the graphic guidelines.

Templates

Several templates will be developed based on the graphical guidelines:

- A PowerPoint template
- A deliverable template
- An email template for PROSPECT emailing campaigns

This will be summarised in Deliverable D6.10.

2.2 PROSPECT Communication materials

A range of communication tools and templates have been or will be developed for use by partners as part of the engagement strategy to ensure the communications effectively publicize the project and engage the project's target audiences. These include:

PROSPECT website and learning platform: The website is the main communication tool and hosts the learning programme and all its related materials.

The website will be hosted by CLIMATE KIC. CLIMATE KIC has in its portfolio several online learning programmes and will be able to offer a flexible and user-friendly platform for the PROSPECT learning programme. Most of the content on the website and of the learning platform will be accessible to everyone but participants to the learning programme will need to register to access all the networking features available and the certification scheme.

Leaflet: A short project description will be prepared for dissemination among stakeholders, at conferences and to other interested parties. The promotional leaflet will briefly describe the project's aims, objectives, contents, expected results and participants and will be available in 7 languages (DE, EL, EN, FR, NL, PT, SK) electronically and in hard copy. Some design options are presented below.

An update of the project leaflet might be produced towards the end of the project to showcase some results and make it more attractive to our target audience

Project Poster: A publicity poster regarding the project will be created and used at events organized by the partners or hosted by other relevant organizations as promotional material.

Sets of **postcards** will be produced to support the engagement campaign (WP2). This format will be used mostly on social media where visuals are very important. Catchy phrases will be used in combination with an attractive design to engage with users. Here below a proposal for the design of the postcards:

Roll-up for the events will be also created to increase the visibility of the project.

Project presentation: A standard presentation has been developed and includes basic information about the project (activities, objectives, partnerships, events). It will be used by the partners for dissemination purposes at relevant events. The standard presentation will be regularly updated and it can be adapted by the partners according to the type and size of audience/events where the project will be presented.

If deemed useful by partners, **policy briefs** summarising the challenges faced by local and regional authorities in financing their SECAPs. These policy briefs could be presented to the relevant national and/or EU authorities

Emails campaigns: To kick-start the recruitment phase of the learning programme, email campaigns will be prepared and sent out by partners to their databases. These emails will be adapted to the various target groups.

Infographics: Infographics will be produced to showcase the results of the learning programme in order to attract new public authorities/agencies and to promote the results achieved by the participants.

Newsletters: Partners who publish their own monthly or bi-monthly newsletters will allocate a substantial part to inform their wider audience on the progress of the project. Furthermore, partners will publish articles in the press, journals etc.

Video: a PROSPECT video will be produced also with the aim of creating attractive and engaging content to be share on social media.

3 PROSPECT e-presence & Web based dissemination

Emphasis will be given on features of modern e-presence and e-communication tools to disseminate and timely make available PROSPECT outcomes.

To achieve the ambitious outcomes and to attract a high number of participants in the learning programme, an important part of PROSPECT dissemination strategy focusses on online dissemination channels.

3.1 PROSPECT website

The website development is of significant importance for the effective promotion of the PROSPECT concept. It is a versatile dissemination tool which is used for multiple reasons such as promotion, announcements, material provision and awareness raising. Currently the site is under construction and its structure is designed to be as follows:

A **landing page (Home)** which includes:

- A menu (Home | Get involved | Learning Programme | News & Agenda | Outcomes | FAQs & Glossary | About)
- A news section showcasing the latest news items
- An introductory text describing PROSPECT in a couple of sentences
- A clickable picture that could be used to highlight a specific news
- A twitter feed displaying all tweets mentioning #PROSPECT_EE
- A map of PROSPECT participants to underline the European aspect of the project

Get involved: this section will include al the materials developed as part of the engagement campaign:

- Description of participants roles (mentors/mentees/facilitators)
- Registration forms
- Description of the logistics of the programme

The **learning programme** will be accessible only to registered users (people would need to register but the content will be available for free).

The learning programme will be divided in 5 modules, each one having its own visual identity and colour to help identify at a glance to which segment of our target audience we're speaking to.

All training materials will be stored on the website.

- Recording of the webinars
- Slides and reports on training sessions
- Best practices datasheets from mentors (already documented)
- Interactive map for all mentors and mentees to locate the good examples

- Online interaction opportunities between mentors and mentees (for instance a community forum for the mentees, peer to peer feedback tool, and others)

News & Agenda will display all past and upcoming events and news items

In **Outcomes** the visitor will be able to find all PROSPECT deliverables that are not directly part of the learning programme, namely the communication materials (leaflet, standard PowerPoint presentation, communication & dissemination strategy….)

FAQ & Glossary : In this section, the website visitor will be able to find answers to questions s/he might have on the learning programme but also the definition of most financing terms used on the website and in the learning programme.

About: PROSPECT background information and partnership description.

Participants to the learning programme will have access to dedicated networking features and tools to track their progress.

3.2 Overview of partners' online presence

The strategy for the PROSPECT communications and engagement programme is to promote the project via the existing dissemination channels of project partners to build on the already far-reaching community and not to start from scratch.

Partners have already a wide-reaching audience, the table below gives an overview of all partners' communication channels and especially:

- The number of followers/like on social media
- The type of newsletters and publications in which partners could include an article on PROSPECT

Table 3: Overview of partners' communication channels

Partner	Facebook account	Twitter account	Other social media (linkedin group..)	Newsletter 1 & Number of subscribers & type of audience & indicative number of issues including a PROSPECT article	Publication / Magazine nb of copies & type of audience
IHS	https://www.facebook.com/ihsurban/	https://twitter.com/ihsrotterdam	https://www.linkedin.com/school/15141571	Corporate newsletter sent once/month, approximately Indicative number of newsletters/ year : 6	
	48 000 followers	539 followers	1134 followers	23.000 subscribers Researchers, city/town planners, local government officers, transport planners, accessibility specialists, infrastructure planner/managers, heritage preservation specialists, civil service administrators, community development workers, urban economy and finance specialists, environmental managers, city resilience specialists, climate change experts, urban reconstruction specialist, spatial planners, real estate developers, …	
Energy Cities	https://www.facebook.com/Energy-Cities-141817479191808/	https://twitter.com/energycities @energycities	http://www.linkedin.com/company/energy-cities	Monthly newsletter ECNEWS.. http://www.energy-cities.eu/-Newsletter- We can issue a minimum of 2 or 3 articles a year on PROSPECT , according to the project milestones and actualities.	Yearly EC Info paper magazine, sent out to and distributed in our events. (usually issued at our annual conference) http://www.energy-cities.eu/-EC-INFO-Magazine-463-
	2600 followers	6445 followers	945 followers	Sent out to 3.700 contacts (in both French and English), mainly: European local authorities (including non Energy Cities' members), NGOs, utilities, consultants, media .	2.500 persons in Europe,
FEDARENE	Just started one!	@Fedarene	Might consider launching one	Bi-Monthly newsletter Bulletin sent out only to our members ca 500 contacts, energy agencies & regions. 4 articles a year on Prospect	FEDARENE info printed 1 article on PROSPECT per year

Partner	Facebook account	Twitter account	Other social media (linkedin group..)	Newsletter 1 & Number of subscribers & type of audience & indicative number of issues including a PROSPECT article	Publication / Magazine nb of copies & type of audience
		1989 followers		Database of 5000 contacts in regions, energy agencies, cities, networks, universities..	In 2000 copies twice a year.
EUROCITIES	NO	EUROCITIESTweet	https://www.linkedin.com/company-beta/55127/	EUROCITIES FLASH: ca 6000 subscribers from European local authorities	EUROCITIES digest: ca 6000 subscribers from European local authorities
		14,400 followers	3472 followers		
UPRC	NO	NO	https://www.linkedin.com/company/18170353/	UPRC mailing list - 3.000 contacts (incl. local authorities, energy experts, policy makers, researchers, etc.)	
CLIMATE KIC	@ClimateKIC	@Climate-KIC	Various national websites, facebook and twitter accounts	Weekly digital magazine called "daily planet" with a wide ranging audience in the climate change sector, especially cleantech; https://dailyplanet.climate-kic.org/ Various regional and thematic newsletters (e.g. one on Urban Transitions)	
	71,000 followers + several national pages	21,200 followers + national twitter accounts	9,500 followers		
IEECP	NO	https://twitter.com/ieecp_org	https://www.linkedin.com/company/ieecp	First corporate newsletter sent to a couple hundred users via email and LinkedIn	
		75 followers	46 followers		
ESV	https://www.facebook.com/energiesparverband (in German)	NO	NO	CTC Energy Technology Cluster Newsletter 4-5 times in German, 2 times in English, target group: cluster partner and international contacts Energy News up to 10 times a year; target group Upper Austrian contacts	Activity Report of the OÖ Energiesparverband (yearly publication of the performance of the OÖ Energiesparverband)
	631 followers				

Partner	Facebook account	Twitter account	Other social media (linkedin group..)	Newsletter 1 & Number of subscribers & type of audience & indicative number of issues including a PROSPECT article	Publication / Magazine nb of copies & type of audience
S.Energia	https://www.facebook.com/senergia/	NO	https://www.linkedin.com/company-beta/1051490/	Subscription - http://www.senergia.pt/publicacoes-2/ #newsletanc (1077 subscribers)	NO (only online newsletter Bi-monthly)
	1282 followers		137 followers		
Trnava	https://www.facebook.com/trnava/	https://twitter.com/trnava			
	18,929 followers	284 followers			

3.3 Social media

The aim of engagement with social media on this project is to support the overall communications objectives outlined in this document:

- Build awareness with target audience
- Recruit participants in the learning programme
- Disseminate project objectives and results.

Standard posts for Twitter, Facebook and LinkedIn will be submitted to partners who will be able to share them directly or translate/adapt them if needed.

Social media friendly content will be developed to ensure a wide outreach. These materials include infographics, postcards, visual quotes for instance.

We have identified three platforms as the most suitable tools with which to achieve this.

Twitter

Instead of starting a PROSPECT Twitter account, we will make use of the existing accounts of project partners. As shown in Table 4, altogether partners have more than 40K followers on Twitter.

All tweets related to the PROSPECT project will include the hashtag: ***#PROSPECT_EE*** so as to be promoted.

The following hashtags have been identified to help build up reputation of PROSPECT as a learning programme relevant to our target audience and to share relevant news items. The list will be updated during the project course.

#CapacityBuilding
#P2PLearning
#PeerPower
#EUcities
#Financing
#EnergyTransition
#ClimateActions
#CovenantOfMayors
#financing

LinkedIn group

As part of the PROSPECT learning programme, individuals would need to take part in the learning programme. In order to build a community, LinkedIn has been identified a good tool which could play a role in partners building up a network of PROSPECT contacts.

Partners will invite their relevant contacts in local and regional authorities. News will be posted in this group which will serve as the PROSPECT "blog".

Facebook

As for Twitter, the partners will make use of their existing accounts. As shown in Table 4, altogether partners have more than 150K followers on Facebook. Partners would share the relevant content on their Facebook pages if they want to.

4 Cross-promotion strategy

PROSPECT is committed to working with other projects and initiatives in order to share resources, to promote each other's work and to combine our collective learning in a variety of ways. The projects could promote one another's work at local events, at European events, and through their own project leaflets and websites.

Partners will work with these projects and initiatives wherever possible in delivering this PROSPECT Communications and engagement strategy. The cross-promotion strategy will start when we will have something to disseminate widely such as the first engagement campaign call. The aim of developing the cross-promotion strategy is to pool resources, to enhance impact and reduce duplication of efforts.

The following table provides an initial overview of these initiatives and projects.

Table 4: Overview of the initiatives and projects for the cross-promotion strategy

Type	Title	Region	Target?	Link	Action	Partner
EU initiative	Managenergy	EU	Energy agencies	www.managenergy.net	WP2: disseminate the call WP6: article on the website	FEDARENE
EU initiative	BuildUP	EU	Building Professionals	www.buildup.eu	publish all relevant content (publications, factsheets, catalog, events) on the Buildup website	Energy Cities
EU Project	MEDNICE / Interreg-MED horizontal	EU		http://www.energy-cities.eu/MEDNICE-partner	WP2 disseminate the call WP6	Energy Cities
EU initiative	EIP-SCC	EU	smart cities stakeholders	https://eu-smartcities.eu/	WP2: disseminate the call	EUROCITIES
EU Project	Sharing cities	EU	Cities	www.sharingcities.eu/	WP2: disseminate the call WP6: article on the website	EUROCITIES
EU project	Green Digital Charter	EU	Cities	www.greendigitalcharter.eu/	WP2: disseminate the call WP6: article on the website	EUROCITIES
EU project	CIVITAS vanguard	EU	mobility experts	http://civitas.eu/	WP2: disseminate the call	EUROCITIES
EU initiative	Sustainable energy finance forums	EU		https://ec.europa.eu/energy/en/financing-energy-efficiency/sustainable-energy-investment-forums	WP2: disseminate the call WP6: article on the website	Energy Cities
EU initiative	URBACT	EU		http://urbact.eu/	WP2: disseminate the call WP6: article on the website	Energy Cities
EU initiative	DG REGIO TAIEX P2P	EU		http://ec.europa.eu/regional_policy/fr/policy/how/improving-investment/taiex-regio-peer-2-peer/		Energy Cities
EU Project	Empowering Project	EU		http://www.empowering-project.eu/?page_id=2&lang=en		FEDARENE

Type	Title	Region	Target?	Link	Action	Partner
Regional initiative	http://balkangreenenergynews.com	Serbia, Kosovo, HR, BA, Montenegro, AL, RO, BG,MK, EL, CY, TK		http://balkangreenenergynews.com		Energy Cities
EU initiative	GIZ Europe			https://www.giz.de/en/worldwide/europe.html		Energy Cities
EU initiative	Capacity4dev	EU	Authorities and Energy Agencies	https://europa.eu/capacity4dev/	Participation in the Public Group on Energy	UPRC
EU initiative	Climate-L and Energy-L mailing lists	EU	Authorities and Energy Agencies	http://enb.iisd.org/email/	Share news regarding PROSPECT activities and events through the mailing lists.	UPRC
EU initiative	Energypedia	EU	Authorities and Energy Agencies	https://energypedia.info	Share knowledge through uploading documents and deliverables, and also through publishing pages of projects and initiatives that are relevant to renewable energy and energy efficiency issues	UPRC
EU initiative	MyEuropa	EU	Authorities and Energy Agencies	http://v2014.my-europa.eu/		UPRC
EU project	CES-MED	EU	Cities	http://ces-med.eu/	Contribution to project's dissemination	UPRC
EU project	EU-GCC Clean Energy Technology Network	EU	Cities	http://www.eugcc-cleanergy.net/	Contribution to project's dissemination	UPRC
EU project	TRANSrisk	EU	Energy Agencies	http://www.transrisk-project.eu/	Contribution to project's dissemination	UPRC
EU project	SET-Nav	EU	Energy Agencies	http://set-nav.eu/	Contribution to project's dissemination	UPRC
National Network	Sustainable City	Greece	Cities	http://www.sustainable-city.gr/	Contribution to project's dissemination	UPRC

Link with the Covenant of Mayors initiative

A special attention will be paid to the synergies with the CoM and how to best reach out to the CoM signatories through the communication channels of the networks. Indicative actions that promote the link to the CoM are:

- Promotion on the call for mentors/mentees among the CoM community through a blog post on the Covenant website.
- Needs assessment will be promoted to the CoM website
- Results of the CoM assessment will feed also on the capacity learning tasks under CoM (and vice versa)
- Learning from PROSPECT to feed on the capacity learning tasks under CoM
- Involvement of the PROSPECT certified mentors in the CoM finance expert group
- Replication documents from PROSPECT will serve for approaching more members to the CoM learning platform
- Joint events with CoM inviting cities that participated to the learning programme.

5 Planning and dissemination strategy

Having listed in the previous sections target groups, materials and channels, this section presents the planning of the dissemination strategy and outlines which tools are recommended for each target audience, how and when the audience will be reached.

Direct Target group:

Local & Regional Public Authorities and their agencies

In this table we show only 2 categories: local and regional authorities in general and the ones that will already have participated in the learning programme

Indirect Target groups

Local & Regional Energy Multipliers

National & EU organisations

Financial Partners

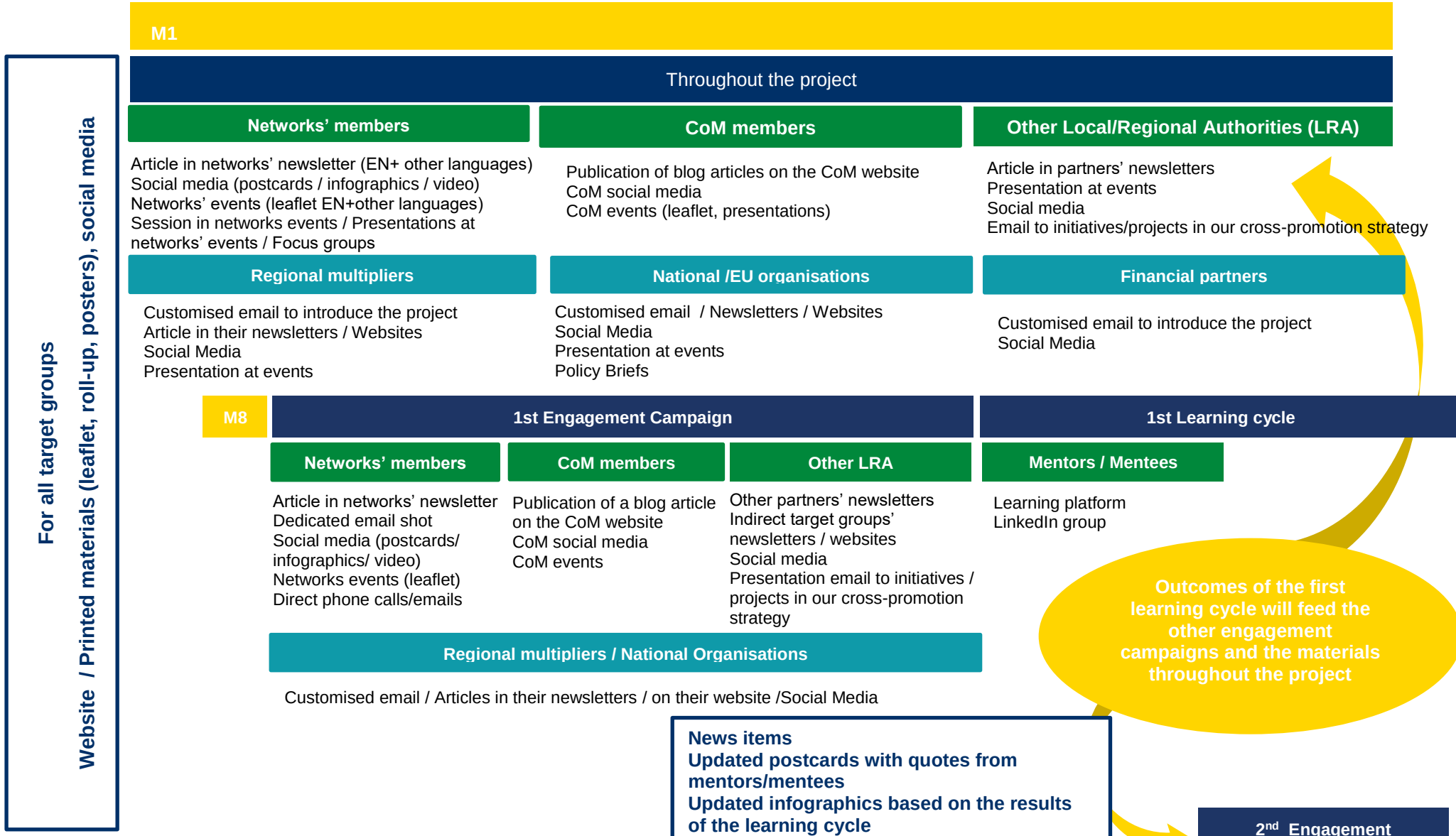
Table 5: Overview of the tools available and the audience targeted

Description		Direct Target group		Indirect Target groups		
		Local & Regional authorities	Mentors/ Mentees	Local & Regional Energy Multipliers	National & EU institutions/ organisations	Financial partners
Website						
PROSPECT website	This is the main engagement tool and it should be promoted in all communications	✓	✓	✓	✓	✓
PROSPECT learning platform	The learning platform will only be accessible upon registration and its content is developed for local& regional authorities		✓			
Materials						
Leaflet – online version & hard copies	Leaflet in 7 languages downloadable from the website and also available in hard copy	✓	✓	✓		
Postcards	Electronic postcard to support the online engagement campaign	✓	✓	✓		
Infographics	Visual material to showcase the results	✓	✓	✓	✓	✓
Roll-up/Poster	Visual material to increase PROSPECT visibility at events	✓	✓	✓	✓	✓
Social media						
Twitter	Valuable in building and maintaining awareness of PROSPECT and to	✓	✓	✓	✓	

Description		Direct Target group			Indirect Target groups		
		Local & Regional authorities	Mentors/ Mentees		Local & Regional Energy Multipliers	National & EU institutions/ organisations	Financial partners
	encourage using the website and participation in the learning programme.						
LinkedIn group	Useful for sharing news and building up a network of PROSPECT contacts	✓	✓	✓	✓	✓	
Events							
Workshops & conferences	Useful for presenting PROSPECT and recruiting participants	✓	✓		✓	✓	✓
Focus groups	Useful for testing the learning programme	✓	✓				
Other							
Press releases	To celebrate PROSPECT project successes and milestones	✓	✓		✓	✓	✓
Articles in local & national media	To highlight PROSPECT project successes and milestones	✓	✓		✓	✓	✓
Articles in partners newsletters	To recruit participants in the learning programme	✓	✓		✓	✓	✓
Engaging through existing projects & initiatives	All opportunities should be taken to promote PROSPECT and it will be achieved through the cross-promotion strategy	✓	✓		✓	✓	
Policy Brief	Overview of the challenges faced by public authorities in financing their sustainable energy transition – National/EU framework					✓	

On the following page, the strategy is presented according to the first phases of the project.

Figure 1: Timeline and planning of dissemination activities in the first phase of the project



6 PROSPECT internal & external events

6.1 Participation in Events

To ensure a wide outreach and to optimize the costs, the promotion of the project will use existing events and especially the three networks' events. The activities foreseen are :

Participation in events: partners will try as much as possible to present PROSPECT at relevant events at regional/national/EU level adapting the standard presentation to the audience of the event.

Focus groups: the three networks will organise focus groups with their members to test the various documents, concepts and materials developed by PROSPECT. These focus groups will help gathering inputs from our direct target group, test the campaign messages and the learning modules.

Networks events: EUROCITIES, Energy Cities and FEDARENE hold regular meetings such as their annual general assemblies, working groups, conferences,... and will include a session about PROSPECT in one such event. These events could be used for recruiting participants, offering networking opportunities for mentors, replicating PROSPECT learning programme … The concept will be developed during the course of the project.

6.2 PROSPECT final conference

The PROSPECT final event will be organised at the end of the project most likely during the EU sustainable Energy Week in Brussels in June 2020.

The event will showcase the main achievements of the PROSPECT learning programme and of the project in general. Special emphasis will be paid to the discussions on lessons learnt to ensure the uptake of the results and the continuity of the PROSPECT learning platform

7 Monitoring & Evaluation

7.1 Monitoring the impact of the communication strategy

Monitoring the impact of the communication and dissemination strategy is crucial in order to understand the attractiveness of such peer to peer programme.

The main indicator is the number of local/regional authorities involved in the learning programme but to attract them the project needs to be visible and its communication tools effective. So here below are the indicators that we will use to monitor the impact of the communication and dissemination strategy.

Other indicators will be used to monitor the effectiveness of the PROPSECT learning programme (certification scheme) but are not detailed here.

Website analytics

Website analytics can give us a first idea on the interest towards the project

- Number of unique visitors
- Popular search terms
- Repeat visitors
- Time spent on pages
- Visitor trends
- Geographic location of visitors to the site.

Engagement with key stakeholders and benefits

Indicators such as :

- Emails and contacts reached through the engagement campaign (WP2)
- Number of Tweets and followers and other social media posts
- Number of websites on which the engagement campaign has been referenced
- Number of events/presentations made by partners and number of people reached in such events
- Number of printed copies of communication supports distributed
- Number of registered users to the learning platform

Monitoring table

An excel file will be used to monitor the communication strategy.

7.2 Strategy beyond the project's duration

Thanks to all the monitoring, evaluation and certification activities carried out within PROSPECT, at the end of the project, project partners will be able to identify some possible actions to ensure its dissemination, to maximize its impacts and to ensure the continuity of the learning programme beyond the duration of the project. It will be part of the final deliverable.