Deliverable 6.1
Communication Plan

RESCOOP MECISE
Mobilizing European Citizens to Invest in Sustainable Energy

Co-funded by the Horizon 2020
Framework Programme of the European Union

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Acronym of the project	REScoop MECISE
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Project Partners	Ecopower – REScoop.eu – Somenergia – Enercoop – Courant d'Air – Energy4All
More information	www.REScoop.eu

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0.   Introduction

REScoop MECISE is an EU-funded project under the Horizon 2020 programme of the European Commission. The execution of the work programme is duly coordinated by the Executive Agency for Small and Medium-sized Enterprises, also referred to as the EASME. REScoop MECISE lasts for 48 months. The project started on the March 1st, 2015 and will come to an end on February 28th, 2019. The design and implementation of all the project related communication as described under workpackage 6 of the grant agreement is the responsibility of the European federation for renewable energy cooperatives: REScoop.eu. This communication plan includes the corporate design guidelines and the communication plan. For any questions related to communication issues, please contact:

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1. Corporate design guidelines

1.1 The REScoop MECISE logo

The REScoop MECISE logo is a symbol of our joint commitment and values. The logo shows 5 basic elements that represent the different types of renewable energy: solar, hydro power, wind power, biomass and geothermal energy. Each of these five elements are designed to create a unique look for REScoop MECISE that communicates and supports the philosophy of the European federation for renewable energy cooperatives. In order to create a consistent and effective visual identity, the visual relationship between these elements should never change. In addition, we will stick to this common logo for future projects that are part of the REScoop family. The logo is also in line with the official log of the federation.

The REScoop MECISE logotype is the primary element of the visual identity and must appear on all official REScoop MECISE communications. It may not be modified in any way without formal permission from REScoop.eu. The logotype is split up in two different heights. This has to be similar in every com-munication. 'REScoop MECISE' has to be written in a combination of capitals and small letters. The used letter type is Myriad Pro or Champagne & Limousines (see typography).

As a secondary element of the REScoop MECISE logo, there are 5 graphics that give the logo a more visual interest. They represent the 5 different elements of renewable energy: solar energy, hydro power, wind energy, biomass and geothermal energy. The graphics are all centred in the middle of the rounded square.

The logo has to include both logotype and graphics. When communication about REScoop MECISE is required, they cannot be used separately. They can only be used in a separate way when one element is highlighted, for example in a presentation. Do not attempt to recreate any of the graphics and logotype that are displayed on this page. The REScoop MECISE logo is available in Dropbox under WP6 – Communication → Logo's.

The logo is a crucial element of our visual identity, therefore an area of space must always surround it. The space equal to or larger than a graphic divided by 5 is required on all sides surrounding the logo. So it does not compete with other images, graphics and text. Do not place any elements inside this clear space.

To ensure the logo is always clear and legible, it should never be used in a smaller size than 10 mm high. In case of the logo with the under script 'federation of groups and cooperatives of citizens for renewable energy and energy efficiency' the minimum width of 32 mm is required in print and non-screen-based applications. This ensures that everyone is still able to read the bottom text line. For on-screen applications, do not reduce the size below 100 pixels.

When using the logo, please respect the following guidelines:
- Do not distort any portion of the logo.
- Do not tilt or rotate the logo.
- Do not rearrange components (graphics, logotype) in the signature.
- Do not alter the alignment of any component of the signature.
- Do not make the logotype any colour other than the colours indicated in this manual.
- Don't put extra graphics with the original elements of this logo.

1.2. The REScoop MECISE typography

The signature fonts are Champagne & Limousines and Myriad Pro. Trebuchet MS of Arial is an option when the other typos are not available. The text in the logo itself is also build up out of these fonts.

Colors have an important role in representing the REScoop MECISE brand. Use the correct colors on all communications. When used consistently over time, the colors will become directly associated with the federation and all the projects from the REScoop family. The primary colour for the REScoop MECISE visual identity system are pantone 298 c, pantone 130 c, pantone 288 c, pantone 369c and pantone 195 c.

1.3. Horizon 2020 visual identity guidelines

The European Commission introduced a single visual identity in order to have a recognizable image. The names of programmes, such as Intelligent Energy Europe or Horizon 2020, shall be used as verbal brands, i.e. references to them will be made without a regulated visual mark or logo. Beneficiaries of EU funded projects shall use the European emblem and the disclaimer in all their communication to acknowledge the support received under the EU programmes.

The name of the EU programme can appear with the EU emblem. However, no graphical mark (i.e. logo) shall be created using the EU emblem and the name of the programme. The minimum height of the EU emblem shall be 1 cm.

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Beneficiaries will also need to display the following legal disclaimer on any written information produced for the project or event: *The sole responsibility for the content of this project/website/publication lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EASME nor the European Commission are responsible for any use that may be made of the information contained therein.*

The disclaimer can be written in small font size and it can be put in places, which are less prominent than those used for the main logo (e.g. at the bottom of the page, website or in the editorial information of publications). It's important that it is actually being displayed somewhere.

The Horizon 2020 logo is available in Dropbox under WP6 – Communication – Logo's. It includes the European flag, as well as a manual on how to use the EU logo in visual communication (PDF).

1.4. The REScoop MECISE templates

REScoop.eu has developed templates for project deliverables and for presentations. These templates include the right logo's and shall be used by all the project beneficiaries. Both templates are available in the dropbox. The template for project deliverables can be found in the WP1 - Coordination folder under Template Deliverables (template deliverables.docx). The template for presentations can be found in the WP6 – Communication under Presentations (template for presentations.ppt).

Click to add title

Click to add subtitle

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2. Communication plan

2.1. Objectives and targets

REScoop.eu is responsible for WP6 – Communication and Dissemination. This implies a proper execution of the following tasks and deliverables:

- Task 6.1 – Communication plan (Deliverable 6.1) – Due: month 3
  REScoop.eu will develop a communication plan including the following elements: goals, audience, medium, timing. This report is to be understood as the communication plan.

- Task 6.2 – Improve the REScoop platform (Deliverable 6.2) – Due: month 2
  REScoop.eu will present the project results through an updated website. The website of the European federation for renewable energy cooperatives will host the project and show the main outcomes. It will report upon the RES and EE projects of the partners, feature relevant events, guide visitors to the news alert and include a video channel and social media. The website will be maintained for at least 5 years after the end of the project.

- Task 6.3 – Promotional materials (Deliverables 6.3, 6.4, 6.5)
  The development of promotion materials includes the following items:
    -8 news alerts (2 per year) providing an update of the project – Deliverable 6.5
    -3 videos covering the actions in WP2, WP3 and WP4.
    -Publication of relevant videos on REScoop video channel.
    -Regular project related updates on Twitter and Facebook (at least on weekly basis).
    -Publication of relevant events on the REScoop website.
    -At least 3 press briefings in English (+native languages) – Deliverable 6.5
    -At least 5 press releases in English (+native languages) – Deliverable 6.5

Furthermore the promotional package will include:
> -a visual identity manual including the logo and the graphic charter – Deliverable 6.3
> -a project leaflet (English + local languages) – Deliverable 6.4
> -a brochure dedicated to WP2 (Dutch, French and German) – Deliverable 6.4
> -a roll-up (in English) – Deliverable 6.4

- Task 6.4 – Final dissemination seminar – Deliverable 6.6 – Due: month 48
  REScoop.eu will organise the final dissemination seminar in Brussels and aim for at least 100 attendees from relevant stakeholder categories.

- Task 6.5 – Final publishable report – Deliverable 6.7 – Due: month 48
  REScoop.eu will write the final publishable report.

2.2 Internal Communication

Internal communication refers to the communication between the project partners.

2.2.1. Project Meetings

The project beneficiaries compose the REScoop MECISE consortium. They will physically gather at least 6 times to discuss the progress of REScoop MECISE. REScoop.eu will write the minutes and share these with the other partners.

> Project meeting 1 – Aarschot (Belgium)
> Project Meeting 2 – Edinburgh (Scotland)
> Project Meeting 3 – Paris (France)
> Project Meeting 4 – San Sebastian (Spain)
> Project Meeting 5 – Waimes (Belgium)
> Project Meeting 6 – Girona (Spain)

2.2.2. Executive committee

There are only 2 workpackage leaders in REScoop MECISE: Ecopower and REScoop.eu. Since both organisations share the same office in Berchem (Belgium), it makes sense for them to gather at least once a month to discuss the overall progress of the project. Important decisions will be shared with the other members of the consortium.

2.2.3. Conference calls

The executive committee can schedule conference calls with other beneficiaries if they consider that necessary. Conference calls will be duly planned with the other partners. REScoop.eu will write minutes of these calls.

2.2.4. Email

Communication between the beneficiaries will mainly go by email and telephone. REScoop.eu has produced a mailing list for REScoop MECISE, including the following contacts:

Daan Creupelandt – REScoop.eu – daan.creupelandt@rescoop.eu
Dirk Vansintjan – REScoop.eu – dirk.vansintjan@rescoop.eu
Karel Derveaux – Ecopower – karel.derveaux@ecopower.be
Fiene Biesbrouck – Ecopower – fiene.biesbrouck@ecopower.be
Gijsbert Huijink – Som Energia – gijsberthuijink@gmail.com
Nuri Palmada – Som Energia – nuri.palmada@somenergia.coop
Julien Noé – Enercoop – julien.noé@enercoop.fr
Maelle Guillou – Enercoop – maelle.guillou@enercoop.fr
Paul Phare – Energy4All – paul@energy4All.co.uk
Annette Heslop – Energy4All – annette@energy4all.co.uk
Achim Langer – Courant d'Air – achim.langer@courantdair.be
Mario Heukemes – Courant d'Air – mario.heukemes@courantdair.be

2.2.5. Dropbox

All the partners have been invited to Dropbox where we have two folders:

RESCOOP MECISE – FORMAL SPACE - This folder exclusively contains formal details of our project such as templates, final reports, official statements, financial details, et cetera. Partners are not authorized to store files in this folder directly. If they want to add documents in this folder, they will have to pass them to Daan Creupelandt (REScoop.eu) for a quality check. Best way to do this is to send him the file that needs approval. Of course the beneficiaries are authorized to look at these formal files and they can easily copy-paste them to a local source on their computer or dropbox account. Their participation to the project will be evaluated based on the files that have been stored in the formal space.

RESCOOP MECISE – WORKING SPACE - Every beneficiary also has its own working space where they can store all their sheets related to REScoop MECISE. These files can be shared with one another. Note however that these documents are not considered as final versions. Therefor they have to get into the formal space folder and thus pass Daan Creupelandt (REScoop.eu).

2.3. External Communication

In REScoop MECISE the beneficiaries aim to set up 3 permanent tools for the European REScoops, their members, citizens and local authorities. To replicate these tools, it is important to disseminate project related communication to external stakeholders too. REScoop.eu, the European federation for renewable energy cooperatives, will take up that role and disseminate project results. We will reach out for:

- European REScoops and their mentors through our network of members
- European cooperatives through Cooperatives Europe
- Cities and local municipalities through the Covenant of Mayors[1], ICLEI, Climate Alliance, etc.
- Environmental organisations such as Friends of the Earth Europe, Greenpeace, etc.

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[1] REScoop.eu is an associated partner of the Covenant of Mayors. Our President (Dirk Vansintjan) is a member of the expert advisory group

- European Associations that represent various the RES industry (EWEA, EPIA, etc.)
- Academic world through EMES
- Other related European projects (Co-Power, REScoop Plus, WISE Power, etc.)
- European policy makers

The past few years REScoop.eu and its members have successfully endorsed energy democracy as an item in the European energy debate. To do so, they have successfully organized various seminars at the European Sustainable Energy Week (EUSEW) in Brussels. The measures for dissemination and exploitation will now be continued and extended to enhance the impact of REScoop MECISE. The federation will closely monitor the advancement of the project and communicate the key steps in the process towards the planned investments. We plan to make the information available and ready for potential replication. The generated data, the tools and the know-how will be made available for all and preserved by REScoop.eu. This communication plan will elaborate the strategy and provide the REScoop MECISE partners with tools to maximize their impact. When developing project-specific communication tools we will define the main objective of our message, select a relevant audience for it, choose the best medium to target the stakeholders and set up a specific timing.

2.3.1. Website

www.rescoop.eu was developed four years ago as a project website for REScoop 20-20-20, a former Intelligent Energy Europe project. Today it's serves as the homepage of REScoop.eu, the European federation for renewable energy cooperatives. Of course it still includes the main project results. In March 2015 the consortium decided to use that same platform as a project website for REScoop MECISE. This off course required an important update for which we worked with a subcontractor as foreseen in the Grant Agreement. It took a while to get everything set, but we officially launched the new platform in March 2016. The current website is adapted to modern standards and provides relevant information to three main stakeholder categories: members, starters and policy makers. The website also includes a specific section for the EU projects that REScoop.eu or partners are working on: REScoop MECISE, Community Power, Citizenergy, PV Financing, CITYnvest, REScoop Plus, REScoop 20-20-20, WISE Power and Nobel Grid. A specific section has been contributed to REScoop MECISE and contains three subsections: Renewable Energy, Energy Efficiency and Revolving Fund. The website will only be available in English. It will allow REScoop.eu to disseminate the main project deliverables to a wide range of relevant stakeholders. Website behavior is tracked through google analytics. The website will be improved, hosted and maintained by REScoop.eu for at least 5 years after the end of the project.
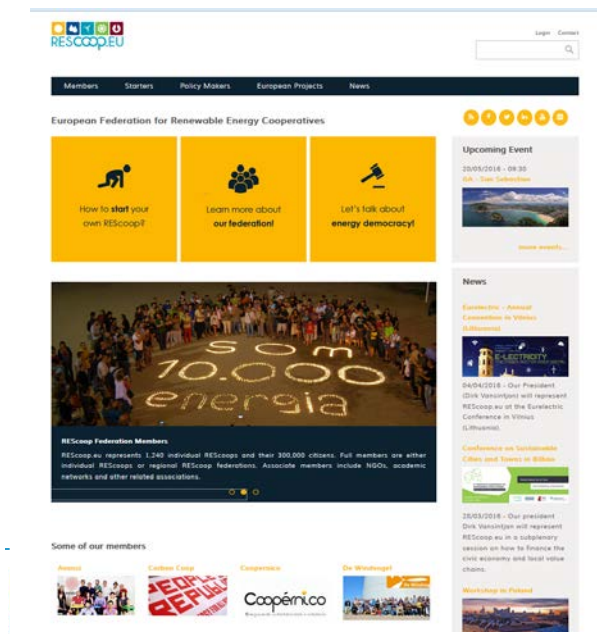
2.3.2. News Flashes

Regular newsflashes will be published on the homepage of the website. We aim to publish new items at least every three days. Some news will relate to specific projects, like REScoop MECISE. By means of "tagging" news articles, they will automatically resort under the right project in the project section. News flashes will always be published on Twitter and Facebook too. News flashes will only be available in English.
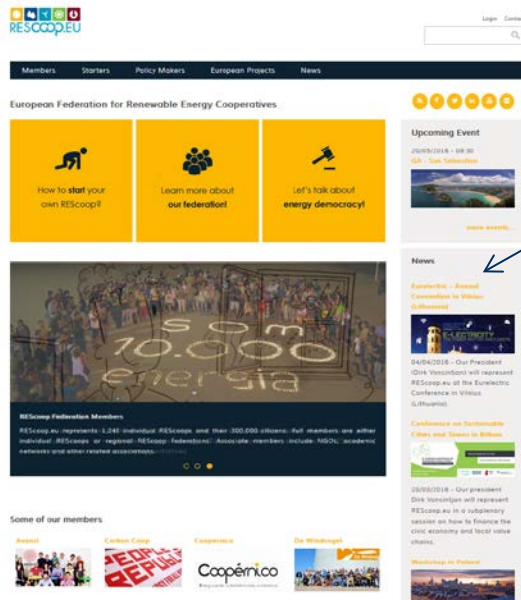
News flashes will appear on the homepage of the website

2.3.3. News alerts

REScoop.eu will publish a RES-scoop news alert every two months. The news will summarize the main news items that appeared under the news flashes. For sure we will there also include the main results of REScoop MECISE. The news alerts will be sent to all the subscribers through mailchimp. Website visitors can easily subscribe for the news alert on the homepage. News alerts will be endorsed through social media and stored properly in the section for news alerts. News alerts will only be available in English. REScoop.eu committed to publish at least two REScoop MECISE-specific news alerts per year, a total of 8 over the whole project (D6.5).
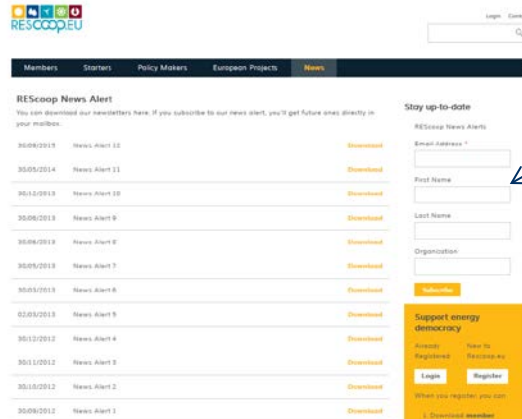
News alerts will appear under a specific section on the website

2.3.4. Press Releases

For special occasions or important issues REScoop.eu will write press releases. These press releases might include project related activities. Press releases always appear in the news flashes on the website and in the news alert. They also appear under a specific section on the website, dedicated to press releases.

Press releases should always be short (one page) and should be drafted in English by one single person. Comments should be welcomed in a planning stage but having too many voices results in a loss of time. It is always good to have them read by native speakers before publication. Ideally they should be sent to specific journalists/communicators; mass mailings should be avoided.

REScoop.eu will make an effort to focus on the two following media: those with whom we worked during former EU-projects and those who recently showed an interest in the topic. Below we're enclosing some contacts of people with whom we were in touch so far:

Mladen Ilickovic	Mladen.Ilickovic@hrt.hr	Croatian freelance	
Nadia Volny	nadiaj@volny.cz		
Tod Brilliant	tod@postcarbon.org	Postcarbon Institute	Communications Director
Mirko Nodari	m.nodari@coopseurope.coop		
Lisa Louis	lisamlouis@gmx.de		
Andrew Lee	andrew.lee@rechargenews.com	Online news editor	
Chris Hopson	chris.hopson@rechargenews.com	Editor-in-Chief	
Sidsel Norvik	sidsel.norvik@rechargenews.com	Managing Director	
Steve Welch	steve@energyengineering.co.uk	Managing Editor	http://www.energyengineering.co.uk
Alistair Welch	alistair@energyengineering.co.uk	Contributing editor	
Jacki Buist	jacki.buist@haymarket.com	Editor	Windpower Monthly
James Quilter	james.quilter@haymarket.com	associate editor (online)	Windpower Monthly
Katie Daubney	katie.daubney@haymarket.com	Reporter	Windpower Monthly
Catherine Early	catherine.early@haymarket.com	associate editor	Windpower Monthly

The current press contacts will be extended along the project. REScoop MECISE partners are also asked to generate their own national contact list of journalists so providing some guidance to them as to how to approach them with specific actions would be advisable.

Press Releases are always shared through social media: Twitter and Facebook. REScoop.eu committed to write 5 MECISE-specific press release during the project (D6.5). At least 3 press briefings will be organized (D6.5) for the occasion of the EUSEW week and for the final dissemination (D6.6) event at the end of the project.

Press releases will appear under a specific section on the website

2.3.5. Events

Future events (e.g., project meetings, policy seminars, conferences, etc.) will always be featured through the website. Events will appear in the calendar and in the news flashes. Important events will also be announced in the bi-monthly news alerts. Project related events will always be announced in English. REScoop.eu committed itself to announce project relate events like EUSEW, project meetings, etc.(D6.2) and to organise a final dissemination event in Brussels, aimed at 100 participants (D6.6).

The final dissemination seminar (D6.6) will last one day and will be organised towards the end of the project. Up to 100 participants can be expected including representatives of REScoops, local authorities, member state governments, EU Institutions, academics, the media, etc. The conference will be held in English and take place in Brussels. The preparation of the conference includes the logistic arrangements, development of the concept paper and agenda of the conference, inviting of the participants and the execution of the conference, including press coverage. The final dissemination conference will be linked to a major EU event, preferably the European Sustainable Energy Week (EUSEW) to raise a large audience and enhance the visibility of the project outcomes. We will also work together with other IEE and Horizon 2020 projects, whenever that is appropriate.

Upcoming events will be announced in the calendar.

REScoop.eu developed its own video channel where partners can share interesting videos. As foreseen in the Grant Agreement REScoop.eu will engage a subcontractor and make at least three new videos about REScoop MECISE. To make these videos more appealing, we plan to make short animation videos (D6.2). The videos will explain:

- how REScoops join forces with municipalities on EE and RES (WP2)
- how REScoops help their members to take action on EE (WP3)
- how REScoops could benefit from a European fund to finance projects (WP4)

These videos will only be available in English. They will be published on the video channel and endorsed through our social media: Twitter and Facebook.
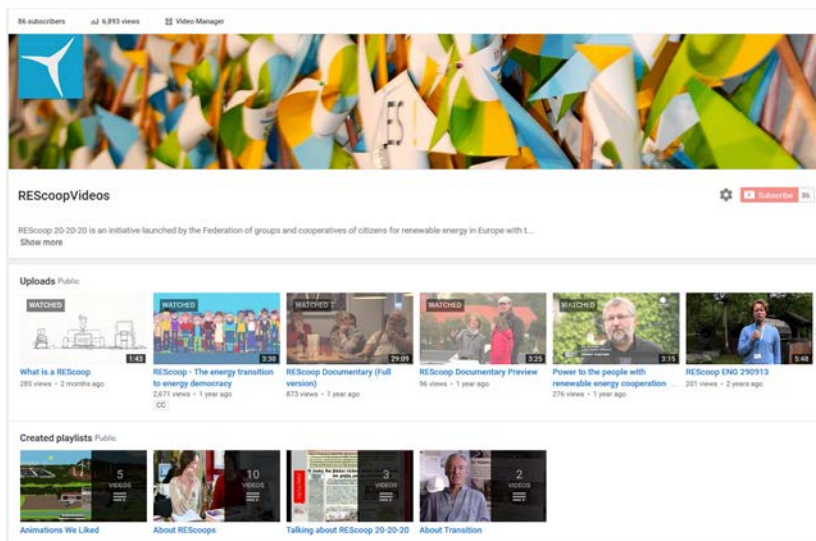
2.3.7. Facebook

REScoop.eu composes of its own [Facebook](#) page where we can share interesting news about our federation activities. We now have 1.116 likes. REScoop.eu committed itself to post regular updates about REScoop MECISE and to share project related articles or videos (D6.2). News flashes, events, press releases and videos will always be posted on Facebook.

2.3.8. Twitter

REScoop.eu composes of its own [Twitter](#) page where we can share interesting tweets about our federation activities. We now have 1.918 followers. REScoop.eu committed itself to post regular updates about REScoop MECISE and to share project related articles or videos (D6.2). News flashes, events, press releases and videos will always be posted on Twitter.

2.3.9. Flickr

REScoop pictures are systematically added to the REScoop Flickr stream. Each event gets a separate folder, making it easy for attendees to share their own pictures to our wall. Pictures will be used by REScoop.eu to cheer up the website and news alerts.
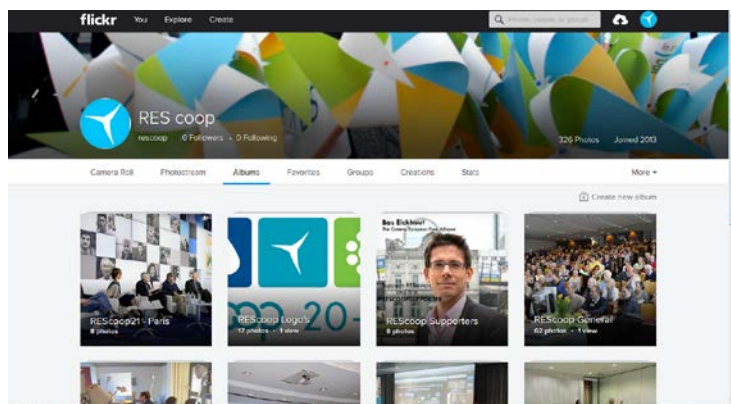
2.3.10. Final Publishable Report

Production of the "Final Publishable Report" (D6.7) including publications such as important lessons learnt, recommendations, guidance for replicators, detailed information on the project's process as well as contracts and contractual arrangements concluded in the course of the project (after removing sensitive and confidential information). The final publications will be professionally designed, attractive and tailored to the target group. The publications are produced in national language and in English (200 hardcopies in both languages). An executive summary of the results (max. 5 pages) will be made available electronically and in the following languages: English, French, German, Italian, Spanish and Polish. The content and final draft of the final publishable report will be approved by EASME before publication.

2.3.11. Media publications

Since the federation is likely to generate a lot of interest, its coverage in the media should be documented. Given the large range of types of media coverage that exists, we prioritized:

1. TV coverage
2. Podcasts/Radio
3. Press coverage per language and date
4. Academic/research pieces
5. Mentions in websites

REScoop.eu will make a sheet where all the REScoop MECISE partners can add their project related media appearances.

2.3.12. Project brochure

The project brochure (D6.4) will be developed with the help of a professional designer. Similar to the project brochure that we developed for REScoop 20-20-20, it will include the project objectives, successful examples of how REScoops join forces with municipalities to take action on Energy Efficiency and how REScoops help their members to consume less energy in their private houses. The brochure will also list the project partners. The brochure will be available in English. It will be published on the website.

2.3.13. WP3 brochure

In collaboration with Ecopower and Courant d'Air, REScoop.eu will develop a brochure (D6.4) that explains how REScoops can help members to initiate EE measures in their houses (WP3). The brochure will be adapted to the local circumstances and published in Dutch, French and German.

2.3.14. Roll-up

REScoop.eu already developed a roll-up for REScoop MECISE. This roll-up will systematically be used for at conferences (like EUSEW), fairs and events.