

PEEBPE Information and Publicity Plan

I. General communication strategy

The general communication strategy can be implemented through the meetings of the project partners (Action 1.2), through the Information and Publicity Work Package - WP2 and through WP5 – Establishment of Energy Efficiency Information Centres.

Action 1.2 includes the meetings of the project partners: These meetings will have essential character. For example, the kick-off meeting that will be held in the TEIWM facilities in Kozani, Greece, will determine important technical and organizational aspects of the project, such as the coordination between partners to derive the progress reports, the determination of the two conferences location, seminars and workshops organization, briefing on the energy audit procedure, etc. Additionally, translation services are mandatory. Representatives by targeted authorities must be invited. These authorities should be chosen with criteria their relation to the project objectives and could include municipalites, regional authority, the Technical Chamber of Greece, development agencies and universities of the region.

WP2 consists of five actions:

- a) **Action 2.1** is the multilingual communication package of the project. During this action, the logo and slogan of the project shall be created. Both of them should be simple and indicate clearly and directly the purpose of the project which is Energy Efficiency in Public Buildings or Energy Efficiency Technologies promotion and Protection of the Environment. It will include well-recognized images, so as to be easily understood by all audiences. The logo and slogan should be provided in every image format and image resolution is required by the Overall Lear Partner of the Project. The slogan must fulfill the above requirements in all three official languages. It must be delivered within the first month after subcontracting.

Action 2.1 also includes the creation of four official stamps (one for each partner) of the project, within the first month after subcontracting.

At least one publication (brochure/booklet) with the project results will be published. This publication should be written in two languages (English and the language of the respective country partner), in order to be understood by wide audiences. This publication should comply to the Information and Publicity Guidelines for Greek Partners released at the "IPA Cross Border Programme: Greece – The Former Yugoslav Republic of Macedonia 2007-2013" official Web-Site. This publication should be coloured and be distributed to all the publicity events of the project (Final Conference, seminars, workshops, press conferences, educational institutes, Energy Efficiency Center of the project).

During this action, information signs and explanatory plaques will be derived according to the Information and Publicity Guidelines for Greek Partners released at the "IPA Cross Border Programme: Greece – The Former Yugoslav Republic of Macedonia 2007-2013" official Web-Site. At least 23 signs must be delivered for each country's 23 buildings and two permanent explanatory plaques for the two buildings where interventions will occur.

Finally, this action includes the creation of a video and radio spot with interviews from the authorized persons and end users of the four buildings that were improved in energy efficiency terms by the project. The aim will be to highlight the role of the EU in helping vulnerable parts of the local population, (like children in the case of the elementary and kindergarten schools for example) and ensure that the beneficiary population is aware of the roles of the partners and of the EU in the activity.

- b) **Action 2.2** includes the project's website development and update. The update of the website is responsibility of the partners' staff. It should use the three languages of the project and must comply to the requirements set at the Information and Publicity Guidelines for Greek Partners released at the "IPA Cross Border Programme: Greece – The Former Yugoslav Republic of Macedonia 2007-2013" official Web-Site. However, it must incorporate the following two options, which are set by the project application form: First it must coordinate supply and demand of products and services

from the field of energy efficiency between local businesses and consumers in the entire cross-border area through the organization of collective purchases or joint investment undertakings. Thus it must have the forum set-up option. Furthermore, through the website, real-time measurements from the pilot installations should be demonstrated. The update rate of this application does not have to be fast (not less than 10 minutes).

- c) **Action 2.3** includes the organization of two Conferences, one at each country, which are the public final events of the Program. The following should be considered for the Conferences organization:
- 1) The conference material should again be in accordance to the Information and Publicity Guidelines for Greek Partners released at the "IPA Cross Border Programme: Greece – The Former Yugoslav Republic of Macedonia 2007-2013" official Web-Site.
 - 2) The conference dates: For example, the best suited period for the Greek Conference seems to be May 2014, since it is close to the Program end and other Conferences on relevant topics are not held at this period.
 - 3) The conference venues should be in close proximity to the involved municipalities and the pilot installations. For the Greek side, possible venues are located at the Prespes Municipality facilities or at the TEIWM facilities. Thus Conference venue hiring expenses is not required.
 - 4) The conference duration should be at least two days. An additional third day could include one workshop and a visit to the pilot installations. The workshop is one of the four workshops predicted by the program.
 - 5) The Conference site should be in operation at least 6 months before the Conference starting date and at least one year after the Conference dates. It should be in two languages (the countries language and English). It should include call for papers, venue information, a paper submission form, travel and accommodation information, the committees of the conference, the program of the conference, paper proceedings download option.
 - 6) At least three keynote speakers will be invited.
 - 7) The registration fees must not exceed 50 € per participant.
 - 8) The call for papers should be ready at the same period with the Conference web-site and be disseminated via Internet to all the target groups.
 - 9) One TV and radio spot will be prepared for the Conference promotion and released. Press conference prior to the conference date, covered by local TV and radio media should occur.
- d) **Action 2.4** includes the four (4) seminars organization. The following activities should be executed for each seminar:
- 1) The location of the seminar will be in close proximity to the regions of the project participants.
 - 2) The maximum number of participants will be 30 per seminar.
 - 3) The seminars should last for at least 2 days. Each seminar day will consist of 5 teaching hours. The theme of the seminars will be the National Regulation of Buildings Energy Efficiency (KENAK), the on-going national calls on Energy Efficiency for the general public, energy audit terminology and benefits, energy efficiency technologies and their cost.
 - 4) The courses material should be distributed in hard copies to the participants at the end of the seminars along with a certificate by the project.
 - 5) The number and identities of the courses lecturers will be pointed out by the OLP of the project.
 - 6) The travel, accommodation and daily compensation expenses will be covered for no more than three lecturers.
- e) **Action 2.5** includes the four (4) workshops organization. The following activities should be executed for each workshop:
- 1) The location of the workshops will be in close proximity to the regions of the project participants.
 - 2) The maximum number of participants will be 30 per workshop.
 - 3) The workshops should last for at least 2 days. Each workshop day will consist of 5 teaching hours. The theme of the workshops will be the National Regulation of Buildings Energy Efficiency (KENAK), the on-going national

calls on Energy Efficiency for the general public, energy audit terminology and benefits, energy efficiency technologies and their cost and energy audit measurements (guidelines and application).

- 4) The courses material should be distributed in hard copies and DVD to the participants at the end of the workshops along with a certificate by the project.
- 5) The number and identities of the courses lecturers will be pointed out by the OLP of the project.
- 6) The travel, accommodation and daily compensation expenses will be covered for no more than three lecturers.

WP5 consists of one action:

WP5 consists of one action: Action 5.1.: Establishment of Energy Efficiency Information Centres.

Action 5.1 includes the Establishment of two Regional Information Centres for Energy Efficiency, one at each country (GREECE and FYROM). The main objective of these Centres will be to raise awareness and expertise on energy efficiency in buildings.

In the case of Greece, one Centre will be created in the territory of Prespes Municipality by the Greek Municipality, with the contribution of TEI Western Macedonia.

This Regional Energy Efficiency Information Centre will develop multi-versed services in the fields of energy and environmental protection and it will offer consultancy, project development and technical services regarding the energy performances of existing and future buildings, regardless of their purpose and ownership. Communication material of the PEEBPE project (publications with the project results, courses material, posters, conference proceedings and material, etc.) will be demonstrated / disseminated by the Centre during its operation.

The Centre will also provide with useful information regarding the pilot installations developed in the framework of the project (relevant legislation, technologies used, technical obstacles and requirements, etc.) in order to:

- demonstrate to the general public the benefits of energy efficiency in public buildings
- promote the energy efficiency technologies
- disseminate the protection of the environment.

The successful operation of this non-profit Centre and the accomplishment of its mission and activities within the territory of the Prespes Municipality will form the basis upon which it could extend its activity to other areas and regions.

II. Objectives

1. Overall communication objectives

An objective of this project is to inform local societies and authorities on the great potential that public, corporation and residential buildings have in decreasing energy consumption. This is probably the most important issue that concerns local population and authorities nowadays, since energy consumption needs and cost for heating in the area are very high. This is due to the very cold winter conditions and the extremely high price of oil, which is the most common heating fuel alternative at this area.

The next goal is to raise awareness on all the possible interventions on buildings in order to decrease their energy consumption and to cover a significant part of their consumption with environmentally-friendly or renewable energy technologies.

A powerful communication objective will be the exploitation of the buildings that improved their energy efficiency after the applied interventions. The improvement of the Kindergarten's and elementary school buildings will highlight the role of the EU in helping vulnerable part of the local population, the children and ensure that the beneficiary population is aware of the roles of the partner and of the EU in the activity.

2. Target groups

Within the countries of the Programme where the action is implemented the target groups are:

- General public
- Local, regional, national mass-media, which contributes to the promotion of the project
- Local, regional and national authorities.
- Public road/water/environmental management companies and authorities
- Universities and educational organizations
- Chambers and their members, Professionals Federations and Associations
- Development agencies

Within the EU:

- Universities and research centres.

3. *Specific objectives for each target group*, related to the action's objectives and the phases of the project's timetable.

- General public:

a) To inform local societies on the great potential that public, corporation and residential buildings have in decreasing energy consumption, since this is probably the most important issue that concerns local population nowadays. The next goal is to raise awareness on all the possible interventions on buildings in order to decrease their energy consumption and to cover a significant part of their consumption with environmentally-friendly or renewable energy technologies. Means to achieve these objectives: Action 2.1: Communication Package, Action 2.2: Website, Action 2.4: Seminars, WP5: Info centre.

b) The exploitation of the buildings that improved their energy efficiency after the applied interventions, in order to highlight the role of the EU in helping vulnerable parts of the local population, (like children in the case of the elementary and kindergarten schools for example) and ensure that the beneficiary population is aware of the roles of the partners and of the EU in the activity. Means to achieve these objectives: Action 2.1: Communication Package, Action 2.2: Website, Action 2.4: Seminars, WP5: Info centre.

- Local, regional, national mass-media,

a) To promote the project and the overall communication objectives. Means to achieve these objectives: Means to achieve these objectives: Action 2.1: Communication Package, Action 2.3: Conference, Action 2.4: Seminars, Action 2.5: Workshops.

- Local, regional and national authorities.

- Public road/water/environmental management companies and authorities.

a) To inform these authorities on the great potential that public, corporation buildings have in decreasing energy consumption, since this is probably the most important issue that concerns local population nowadays. The next goal is to raise awareness on all the possible interventions on buildings in order to decrease their energy consumption and to cover a significant part of their consumption with environmentally-friendly or renewable energy technologies. Means to achieve these objectives: Action 2.1: Communication Package, Action 2.2: Website, Action 2.3: Conference, Action 2.4: Seminars, Action 2.5: Workshops, WP5: Info centre.

b) The exploitation of the buildings that improved their energy efficiency after the applied interventions, in order to highlight the role of the EU in helping vulnerable parts of the local population, (like children in the case of the elementary and kindergarten schools for example) and ensure that the regional companies and authorities are aware of the roles of the partners and of the EU in the activity. Encouragement to proceed to similar actions. Means to achieve these objectives: Action 2.1: Communication Package, Action 2.2: Website, Action 2.3: Conference, Action 2.4: Seminars, Action 2.5: Workshops, WP5: Info centre.

- Universities and educational organizations

- Chambers and their members, Federations and Associations

- Development agencies

a) Ensure that the students and staff of Universities and the members of these Associations and agencies are aware of the roles of the partners and of the EU in the activity. Means to achieve these objectives: Action 2.2: Website, Action 2.3: Conference, Action 2.5: Workshops.

b) Stimulate the students and staff of Universities and the members of these Associations and agencies in order to uptake similar actions and provoke co-operations of these organizations with the partners or the EU on Energy Efficiency education and implementation activities. Means to achieve these objectives: Action 2.2: Website, Action 2.3: Conference, Action 2.5: Workshops.

III. Communication activities

Main activities that will take place during the period covered by the communication plan.

1) Creation of logo, slogan, stamps (4), publication (1000 copies), signs (46) and plaques (4), one international conference or journal publication expenses (registration fees, etc), creation of a video and radio spot with interviews from the authorized persons and end users of the four buildings that were improved in energy efficiency terms by the project. All these are included to Action 2.1 and responsible is the External expertise subcontractor that takes up the organization of this and the respective partner.

2) Web-site development and update (Action 2.2). Responsible for the development are the External Expertise subcontractor and the OLP. Responsible for the update are all the partners.

4) Conferences organization and promotion (Action 2.3). It includes TV and radio spots release, the conference web-site, call for papers, electronic proceedings. Responsible will be the External Expertise subcontractor and the respective partners.

5) Four seminars organization and their promotion (Action 2.4). It includes courses material in hard copies along with a certificate by the project (30 per seminar). Responsible will be the External Expertise subcontractor and the respective partners.

6) Four workshops organization and their promotion (Action 2.5). It includes courses material in hard copies along with a certificate by the project (30 per workshop). Responsible will be the External Expertise subcontractor and the respective partners. One workshop will take place the same date with the Conference.

7) Operation of the Energy Efficiency Information Centres (Action 5.1). It includes the Establishment of two Regional Information Centres for Energy Efficiency, one at each country. The main objective of these Centres will be to raise awareness and expertise on energy efficiency in buildings. The Centres will provide with useful information regarding the pilot installations in order to demonstrate to the general public the benefits of energy efficiency in public buildings, to promote the energy efficiency technologies and to disseminate the protection of the environment. Communication material of the project will be demonstrated / disseminated by the Centre during its operation. Responsible will be the External Expertise subcontractor (for Greece and the Municipality of Prespes: EUROCONSULTANTS S.A.) and the respective partners.

IV. Communication tools chosen

Include details of advantages of particular tools (media, advertising, events, etc.) in the local context.

- 1) Promotion through local TV and radio media is expected to present great success, since all target groups have access to these and are their main source for news update.
- 2) Promotion through the Internet is the next most popular tool for promotion and is more accessible to the staff of universities, development agencies and members of Technical Chambers and Associations.
- 3) The leaflets/publications distribution is expected to assist in the communication objectives achievement concerning the regional and public authorities and companies.
- 4) The Conference, Seminars and Workshops are expected to assist in the communication objectives achievement concerning universities students and staff as well as regional and public authorities and companies.
- 5) The Energy Efficiency Information Centres are expected to assist in the communication objectives achievement concerning global public and professionals as well as regional and public authorities and companies

V. Indicators of achievements

Completion of the communication objectives. Include indicators of achievement for the different tools proposed.

Provisions for feedback (when applicable). Give details of assessment forms or other means used to get feedback on the activity from participants.

Indicators of achievement for the proposed communication tools:

- 1) Number of submitted papers at the Conference: Target 100.
- 2) Number of registered participants at the Conference – Target: 70.
- 3) Number of applicants at the seminars: More than 30 per seminar
- 4) Number of participants at the seminars – Target: 30 at each seminar.
- 5) Number of applicants at the workshops: More than 30 per workshop
- 6) Number of participants at the workshops – Target: 30 at each workshop.
- 7) Number of proposals by authorities or universities for implementing the same actions–Target: 6.

During the conference paper submission procedure, the conference registration and the seminars and workshops application procedure, the following questionnaire will be filled by the applicants, in order to evaluate the more effective communication tool:

Questionnaire

- 1) Where did you find out about the Conference/Seminar/workshop:
 - a) TV spot
 - b) Radio spot
 - c) Internet
 - d) Advertising Poster at

After the conference, the seminars and the workshops application procedure, a questionnaire will be filled by the participants in order to clarify the strong and weak points of the activities.

VI. Human Resources

Person/ days required to implement the communication activities

This depends on the subcontracting companies

Members of the management team responsible for communication activities.

- 1) Scientific responsible – Dimitrios Stimoniaris
- 2) Three staff members, through the respective Actions duration from each partner.
- 3) Subcontractor companies (External and Expertise field)

VII. Financial resources

Budget required for implementing the communication activities (in absolute figures and as a percentage of the overall budget for the action).

Action 1.2: Staff cost – 5155 € (31,72 %), External Expertise and Services (Subcontractors): 7100 € (43,69 %).

Action 2.1: Staff cost – 1332,50 € (5,84 %), External Expertise and Services (Subcontractors): 216500 € (94,16 %).

Action 2.2: Staff cost – 11.150 € (48,27 %), External Expertise and Services (Subcontractors): 11.400 € (49,35 %).

Action 2.3: Staff cost – 12287,5 € (33,46 %), External Expertise and Services (Subcontractors): 21655 € (59,7 %).

Action 2.4: Staff cost –4237,5 € (19,56 %), External Expertise and Services (Subcontractors): 17430 € (80,44 %).

Action 2.5: Staff cost – 5452,5 € (27,16%), External Expertise and Services (Subcontractors): 14620 € (72,84 %).

VIII. Timeline

The timeline is defined by:

- 1) The timetable of the project,
- 2) The restrictions set by the Information and Publicity Guidelines for Greek Partners released at the "IPA Cross Border Programme: Greece – The Former Yugoslav Republic of Macedonia 2007-2013" official Web-Site.
- 3) The time limits set at General Communication Strategy section of the present document.