

Communication Plan



Project 4Biomass

1 Introduction

Biomass utilization is one of the major tasks of energy and material production of current time. As the EU implemented the Renewable Energy Directive aiming to reach 20 percent reduction in greenhouse gas (GHG) emissions by 2020 compared with 1990 levels, a 20 percent cut in energy consumption through improved energy efficiency by 2020 and a 20 percent increase in the use of renewable energy by 2020, it is very important to find ways of reaching those and other similar goals.

The project is set to support the sustainable utilization of biomass in the Central Europe. Such a goal can be fulfilled only by joint actions on all the levels of the society as well as throughout all the structures. This means, that in order to effectively raise the interest and to evoke some further actions the project has to reach the broad public, experts, scientists, stakeholders as well as politicians and other governmental structures. The content of the information and the way the information will be disseminated are of course different for each group. The different strategies will be outlined in this document.

On the other hand there is a strong need for manners of internal communication. This communication will be set to be efficient and cost saving enabling successful achievement of the goals set up in the external communication plan just as in all the other tasks connected with the project,

2 External Communication plan

2.1 Objectives

Even though the renewable energy sources and their sustainable utilization is at the political level rising to become one of the crucial topics, the majority of the society still

doesn't receive enough information to take appropriate action. In addition the communication between the policy makers and other stakeholders is not well developed. This is one of the reasons, why there is no greater impact of all the actions that have been approved in many legislative acts. Furthermore, it is anticipated, that as long as there will not exist a strong network of stakeholders, it will be difficult to use the biomass in a sustainable way with a profit for the whole society. To conquer these issues is one of the communication objectives of the project 4BIOMASS.

Another objective is to bring the discussion on biomass utilization from a regional to a national or transnational level. There are many regions in the EU and as well in Central Europe with well developed structures for biomass utilization. On the other side there are even more regions, where biomass utilization is only at its beginning. One of the tasks of the project is to create a network of stakeholders from Central Europe which will cover the whole geographical area. In this way the communication between the subjects will be developed, which will in a second stage originate in international cooperation and subsequently in more sufficient utilization of biomass.

2.2 Audiences

There will be two different circles of communication. The first one will be the project internal communication and the second, larger area, will be the external communication with all the groups of interest. As already mentioned, those groups are differing from each other in a major way, which brings the need for different strategies and different information that will be presented.

The major groups of interest for external communication are:

- General Public
- Stakeholders
- Decision makers

The promotion material which will be used will in a first place try to reach the stakeholder and decision maker group. That for all the material and ways of promoting the projects will include information most relevant to those. However all materials and ways of communication will include short part containing general information so that even general public could be reached. However, there will not be any special outcomes of the project with specific information only for general public. The best example might be the 4Biomass web sites having main page and major menu pages containing basic information introducing to the topic and then further information and tools which can be the best used by stakeholders and decision makers.

Decision makers will then provided with same materials, however the way of reaching those will be different from the stakeholder group. In this case a personal communication will be preferred.

2.2.1 General Public

The first group, general public, is the group with the highest heterogeneity. As well, this is the group with the least interest in disseminated topics. The more heterogeneous the group is, the same heterogeneity will have to be used in the strategies or ways of dissemination and of communication in general.

The common characters are that the information has to be clearly defined, easy to understand, in an attractive way and containing only general topics. Another point, which has to be considered, is the country specific info and the language. There is a different need for information in all the countries of PP. Furthermore, all the information has to be presented in the country specific languages.

The main way of reaching the attention of the general public will be:

- Non-media
 - o internet – web site 4biomass.eu
 - o events
 - o promotion material
 - o e-newsletters
- Media
 - o press releases
 - o press conferences
 - o radio/TV interviews

2.2.2 Stakeholders

This group is specifically interested in the results or in the general topic of the project. Those are the potential beneficiaries of the project which secures as well the biggest potential support and cooperation from their side for 4BIOMASS. The stakeholders can be covering many areas from companies utilizing biomass over educational organizations to non profit organizations dealing with biomass or the environment in general. Those stakeholders will be as well active in regional, national and in international activities, which will require some specific ways of reaching them as well as different ways of cooperation.

The way of reaching stakeholders will be over direct contact and over the general media (list on media contacts was already provided by each project partner). There will be a database created from those lists of direct contact with stakeholders through the stakeholder dialogue in WP 4.1. This database will make it on one side possible to gather stakeholders for further networking activities and as well it will provide a list of contacts for all the channels used for dissemination of this group.

The main way of reaching the attention of stakeholders will be:

- Non-media
 - o internet – web site 4biomass.eu
 - o events
 - o promotion material
 - o newsletters
- Media
 - o press releases
 - o press conferences

2.2.3 Decision makers

This is the crucial group for long time strategy goals of the project. In order to have the biggest impact, the results necessarily have to reach the group of decision makers. This group has a specific focus, which means that the information, they will be provided with, has to be focused on specific points. It has to be considered, that it is important not only to reach this group, but as well to provide them with final results and solutions. Personal communication will be as well very important.

The main way of reaching the attention of decision makers other than in person will be:

- Non-media
 - o internet – web site 4biomass.eu
 - o events
 - o promotion material
 - o newsletters

2.3 Messages

Key messages:

4BIOMASS will foster the sustainable usage of bioenergy throughout CE via turning know-how into show-how. National Competence Centres and the 4BIOMASS Network will help facilitate investments.

A transnational action plan will be developed giving advice on how an integrated and transnationally coordinated bioenergy policy can be designed. Implementation of policies will be facilitated by the preparation of the Transnational Forum for stakeholders to exchange experience on- and to further coordinate national policy implementation.

Marketing slogan:

Project 4Biomass - Fostering the Sustainable Usage of Renewable Energy Sources in Central Europe – Putting Biomass into Action!

2.4 Tools

For external communication the following tools will be used. Those tools will be partially specific for different audience groups. The tools can be divided into two groups: media, and non-media tools.

2.4.1 Media tools

The first step of the media communication will be obtaining the media list. This will be done by each project partner to present a country specific list of media, which will be subsequently used for communication purposes with following tools:

Press releases

Press releases will cover topics from information about the project subject to information on major project outcomes. Press releases will be as well gathered at the project web sites as well as at web sites of all the project partners. All Press releases will be in electronic version, which will make it more sufficient to reach a greater audience. Press releases will be presented throughout the whole project duration. In the beginning it will contain general topics to raise awareness and towards the end of the project period, press releases will contain major results and milestones. Partial intention of press releases will as well be to bring target groups to use the main project web sites, where all project specific data will be gathered. Press releases will be prepared in English and then translated to all the PP languages for publishing and presenting in their countries.

Press conferences

There will be press conferences at major events or when a major project outcome will be reached. For this, the media database will be used for invitation of the media. The press conference will be presented not only throughout the media, but as well it will be

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uploaded for viewing at video web sites as well as for download at the project web sites. In this way the maximum audience will be reached. The press conferences will be held in each country, again having the possibility to reach the specific audience in each country.

Radio/TV interviews

When there will be significant results of the project, radio or TV interviews will be given by the lead partner or the respective local coordinator of the project. Further the project results will be presented in TV or radio interviews at final workshops or at the end of the project by each project partner. All the interviews will be published as well at the project web sites and the web site of each project partner in the specific language for download or view.

2.4.2 Non-media tools

The non-media communication will be on one side provided by the crucial and central information part of the project – the project web sites, and on the other side by different venues. The last tool of the non-media communication, which will be used at events and at other occasions, is the promotion material.

Web site

The project web site will have several functions. It will be one of the major tools for internal organization as well as for concentrating all the data and results created during the project. On the web pages news, information about conferences and other actions as well as general information for the public will be presented. Web sites will have a general area, which will contain all the relevant information in English and then further country specific areas, which will contain the entire information specific directly for the country. The intention will be to lead to the main web sites of the project as this is the most efficient way to reach the greatest general public. Another point is, that feedback and usage of the website are easy to measure and evaluate.

Events

As the major advantage of the web site is the ability to act internationally, the events will be aimed at regional audience. Those events will happen in two ways: first the presentation of the project on National Info days, and second to present the project at conferences. As it is not very cost efficient to organize conferences only for the purposes of the project, it will be intended to join other, well established conferences with similar topics. This will ensure a greater audience which will be focused on similar issues.

There will be at least one regional event – „National info day“ - organized/joined by each partner. The target participant group for those events will be the national/regional stakeholders, politicians etc. The goal of those events will be a direct contact with those persons who have the greatest impact on the success of the nBAP's or the best possibility to take actions for optimization of those plans.

Promotion material: Brochure and flyers

General hand-out brochures and flyers will be published. Those will contain overall information and results of the project, information on biomass utilization and best practice cases. These will be handed out at all the events, directly to stakeholders and to decision makers. The brochure and flyers will be as well available for download at the main project web site just as well as at the web sites of each partner. They will be further spread via the media list. The brochure will be presented and printed at the end of the project as one of the relevant outcomes.

There will be three flyers published in English and one flyer per country published in all the respective languages. Those three general flyers will contain mostly information on

the project and the programme as well as the major objectives, activities, major outcomes and information relevant for reaching the objectives of the project. One flyer will as well contain information on the best practice worked out in another part of the project. All this material will as well link to the main web sites of the project for further information. All the printed material will fulfill the publication objectives.

Promotion material: Roll-up posters

The posters will be used as a tool at all the events and conferences. They will include basic information about the project and the programme as well as a link to the main web sites. Posters will be mainly used to draw visual attention.

2.5 Evaluation

Evaluation will be based on the criteria given by the programme as followed:

2.5.1 Media (minimum number of outputs as stated in the application form)

- 8 national media lists
- 6 press releases
- 5 press conferences
- 4 stories in newspapers/magazines
- 5 Interviews (Radio or TV)

2.5.2 Non-media

Web site

- Website updated within the last reporting period (y/n)
- No. of website visits
- No. of page views
- No. of links to the site
- Average time on site

This information will be provided by adding Google analytics to the project web sites. This will as well enable to receive feedback of several PR actions as we will have all the visit counts and other data in monthly periods.

- No. Of e-newsletters downloaded
- No. Of email addresses with e-newsletter subscription

Promotion material

- No. of flyers printed out and handed out
- No. Of e-flyers downloaded
- No. Of brochures printed and handed out
- No. Of e-brochures downloaded

Events

- No. of transnational events organized within the project partnership (PC meetings, working group meetings, etc.)
- No. of open transnational events organized (workshops, field trips etc.)

- No. of national /regional events organized
- No. of participants at the organized events
- No. of visible participation at other events (presentation and/or stand)
- No. of journalists invited/participating
- No. of press reports on the event

2.6 Communication work plan:

	Task	No.	LP/PP/WP leader	Language	Deadline (month)	Form Printed (P) Online (O)	Responsible PP
Media	Media list						
	press releases	6	LP, WP, PP	En, PP	Ongoing	P,O	CZ Biom/FNR
	press conferences	5	LP, WP	En	Ongoing	P,O	Respective PP
	stories	4	LP, WP, PP	En, PP	Ongoing	P, O	Respective PP
	radio/TV interview	10	LP, PP	EN, PP	Ongoing	P,O	Respective PP
	web site	1	WP leader/LP	En, PP	3	O	CZ Biom/FNR
Non-Media	Database	1	PP2	En	8	O	CZ Biom/FNR
	Brochure	1	LP, WP, PP	En, PP	35	P, O	CZ Biom/FNR
	Flyers	3	LP, WP, PP	En, PP	Ongoing	P,O	CZ Biom/FNR
	e-newsletters	10	WP, PP	En, PP	Ongoing	O	CZ Biom/FNR
	Comm. For Final Conference	1	WP, LP, PP	En	35	P,O	BMU/FNR
	events	8	LP/PP	PP	19	(presentations online)	CZ Biom/FNR

3 Internal communication plan

The internal communication will be necessary to reach all the goals set by the project draft. In order to do so, the communication between all the project partners has to work well at all levels. The first level is the day to day communication, which will be the basic way of communication. The second level will be meetings and similar venues to discuss

more complex topics. The third level will be the “trouble shooting” level, which will be used in cases of internal troubles within the project.

3.1 Day to day communication

The day to day communication will be done through several tools, which will be used according to the character of the communication. Those tools are:

- E-mail
- VoIP calls
- Chat
- Telephone calls

Those are listed in order to the frequency, in which they will be used from the most used – Email, to seldom used – Telephone calls.

3.1.1 Email

The reason for email communication is that there is no cost for this type of communication with maximum of information, which can be spread. In order to simplify the communication via Email, there will be an account set at Google apps, where an account for each PP and each team member will be set. Those apps will be further on used for creating mailing lists for reaching either all PP, or the relevant group. The email account created will be as well used by PP for external communication in those cases, when we want to indicate somebody as a project team member. The example of the email address is name@4biomass.eu .

3.1.2 VoIP

There will be used a VoIP tool for communicating. The main reason is, that there are no costs for this way of communication, low costs for calling to regular phones and possibility for easy cost roll, which will be later used for accountancy. The weak point of this communication tool is that not all PP will be able to use it, according to the company policy. VoIP could be later on as well used for telephone conferences.

3.1.3 Chat

Chat will be a complementary tool to VoIP, having a similar weak point. There is however possibility of overcoming it as well by using the accounts created at Google apps.

3.1.4 Telephone calls

Telephone calls will be used in cases, when there is a need for a fast answer, as well as when the previous tools are not suitable in the given situation.

3.2 Meetings

Project partner meetings will occur on a regular basis (every 6 month). Those meetings will be set to discuss all the results, which have been reached during the last reporting period, as well as for planning the tasks and responsibilities for the next period. All the WP leaders will make an overview on the work progress in their work packages.

3.3 Trouble shooting

In case, there will be any problem in the communication between two PP, in case of a dispute or in cases when troubles might harm the successful implementation of the project, the lead partner will be contacted. The lead partner will either try to provide a solution, or will contact a JTS representative for help.