Interreg - IPA CBC

SMENSWICT

COMMUNICATION PLAN

MIS CODE 5042945

2020

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Interreg - IPA CBC Creece - Albania

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Introduction

SMENSWICT is a project that aims through territorial cooperation towards the improvement of the energy management and the promotion of use of renewable types of energy in public infrastructure.

The project 'Smart energy saving, energy upgrade and energy efficiency models in public buildings by using advanced Information and Communications Technology (ICT) and Building Management Systems (BMS)' with the acronym 'SMENSWICT' is implemented via the Cooperation Programme Interreg IPA CBC Programme "Greece – Albania 2014-2020". The project is co-funded by the European Union and by national funds of the countries participating in the "Interreg IPA Cross-border Cooperation Programme "Greece – Albania 2014 – 2020".

The Communication Plan has been composed in the context of the project SMENSWICT, giving the basic guidelines for information and publicity actions, defining the objectives and displaying the roles and the tasks of the actors involved, aiming at the best diffusion of the messages of the project.

The SMENSWICT Project

SMENSWICT focuses on the development and implementation of solutions for improvement of energy efficiency and renewable energy usage in public infrastructures while supporting the shift towards a low-carbon economy in all sectors by supporting energy efficiency, smart energy management and renewable energy use in public infrastructure. SMENSWICT proposes a holistic approach combining infrastructure interventions with wide awareness campaigns. SMENSWICT involves interventions in public buildings as well as the provision of the necessary equipment for energy upgrading and the reduction of energy consumed. To achieve this goal, new technologies and smart building management applications (BMS) will be exploited alongside interventions. At the same time, information campaigns will be implemented in the framework of the project to reduce energy consumption and tackle energy poverty.

The interventions proposed are indicative of the main directions for the energy upgrading of buildings and in accordance with the basic principles: The Energy Efficiency Regulation of Buildings, Urban design, Seismic capacity, active and passive fire protection and basic requirements for accessibility of disabled persons. The buildings selected are particularly energy-intensive, being landmarks in their area.

The intended results of the project concern the reduction of energy consumption of public buildings and the parallel reduction of CO^2 emissions through the improvement of energy efficiency and RES use in public sector infrastructures through the adoption of energy efficient cooling, space heating systems and hot water production, as well as through the implementation of energy saving technologies.

SMENSWICT provides confidence that future development should be environmentally sensitive, economically viable and community-oriented. This is the reason that SMENSWICT project aims at sustainable growth, through energy saving and better monitoring due to BMS, smart growth via smart building management applications and inclusive growth by promoting a more sustainable lifestyle

Information for the project

Priority Axis	1. Promotion of the environment and sustainable transport and public infrastructure
Thematic Priority	1b. Protecting the environment & promoting climate change adaptation & mitigation, risk prevention & management through, inter alia: joint actions for environmental protection; promoting sustainable use of natural resources, resource efficiency, renewable energy sources and the shift towards a safe and sustainable low- carbon economy promoting investment to address specific risks, ensuring disaster resilience and developing disaster management systems and emergency preparedness.
Specific Objective	1.3 - Increase energy efficiency and the use of RES
Start date	01/09/2019
End date	31/08/2021
Project duration	24 months

The Partnership of the project consists by the following beneficiaries:

Role	Body
LB	Chamber of Arta / Greece
PB2	Municipality of Nikolaos Skoufa / Greece
PB3	Municipality of Georgios Karaiskakis / Greece
PB4	Municipality of Vlora / Albania

The implementation of the project is dealing with key topics that are in high connection to various current affairs of the society:

- Decrease the energy consumption in public buildings
- Prove that the sustainability of local authorities and public institutions is highly connected to socio-economic and environmental affairs
- Create more eco friendly lifestyles
- Set up tools for efficient energy management and saving.

A. General communication strategy

The communication approach of SMENSWICT project will put in place actions whose goals are to provide for new energy management models and compare performances through the adoption of new energy saving policies. Communication strategy comes to acknowledge the role of EU funds in the lives of people and local communities who can be affected by the project. The methodology will take into consideration the socio-economic perspective of each policy or action proposed besides the effects on energy and environmental sector.

The main challenge of the project is the energy upgrade of public buildings that are emblematic for the local community in each region.

With regards to the success of the project, besides the requirement for the energy saving goals of the buildings, the project reaches local society providing help and support in order to adopt a more environmental friendly energy consuming behavior.

Communication and dissemination actions will take place, aiming at the dissemination of information to students, private companies and citizens about how energy is consumed in buildings and ways it can be used in a more sustainable factor.

B. Objectives

The main objective of the SMENSWICT project is to implement fundamental energy upgrade schemes in public buildings and identify all the challenges arising in different stages of the project implementation, from the stage of design and licensing to the stages of completion of construction works and operation.

Therefore, the communication objectives of the project can be

- The transfer of knowledge in energy sector among partners
- The diffusion of project results in an effective way, reinforcing public awareness
- The formation a common project identity (logo, print material etc) to aid to the diffusion of the messages of the project to the maximum.

B.1 Target groups

The SMENSWICT project can influence various target groups, with different needs coming from different background. This type of diversity can be attended through various communication actions, based on the different nature of each target group respectively. In specific, the rather affected target groups can be the following ones:

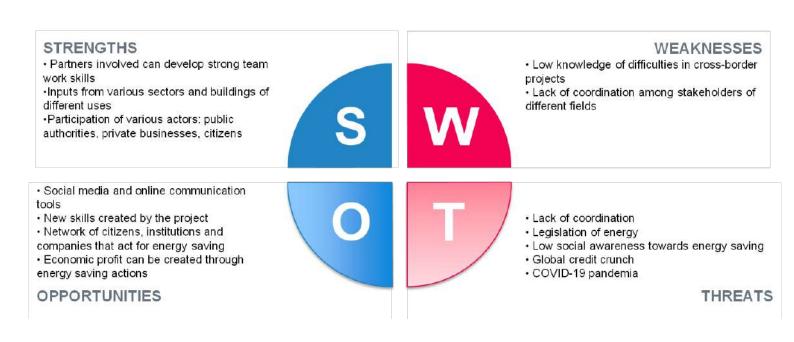
- students / teaching staff, as main users of the public buildings that will be under energy upgrade schemes
- state employees as users of the public buildings that will be under energy upgrade schemes
- civil society that will be involved in the project, through awareness activities, dealing with energy, democracy opportunities and the creation of energy communities
- private companies and especially SMEs
- municipalities, as policy makers that will gain knowledge in energy sector
- universities, due to academic works and information about innovative management model in environmental practices can be an asset for the achievement of project objectives
- construction sector companies operating in the sector of interest.
- media sector, that can crucially contribute to the diffusion of the project objectives and the messages aimed to be spread.

The communication objectives for the aforementioned groups are summarized in the following points:

- creation of a strong and clear visual communication identity for the best diffusion of messages for the project
- informing users of public buildings for energy saving actions including students, state employees and private companies
- set up tools to monitor energy management in public buildings
- implement energy upgrade schemes in public buildings that will improve the quality of everyday life of the end users of the buildings
- dissemination of knowledge and experience gained among partners.

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B.2 SWOT Analysis



C. Communication activities and tools

Among the communication activities that are mandatory for the completion of the project, the production of the communication plan, the design and development of the website of the project are the most fundamental ones, in order to achieve a common diffusion strategy among partners and a common base of information. Also, public conferences held will contribute to the promotion of the projects, as the partners can be able to present the topics that SMENSWICT deals with such as main challenges and the expected results. The audience will be reached in a great number of ways such as social media and printed communication material, since stakeholders come from different backgrounds and sectors and they have different needs.

All Projects or activities financed from the Programme funds have to have an explicit reference to EU contribution, including a reference to the relevant financing sources. e.g. "The Project is co-funded by the European Union and by national funds of the countries participating in the "**Interreg IPA Cross-border Cooperation Programme "Greece – Albania 2014 – 2020**".

Please note that the Project's background and co-funding sources shall be highlighted in any I&P action (e.g. printed material such as press releases, publications, but especially activities with no visible output such as radio or TV interviews etc.).

The communication activities will take place, using various communication tools that are described in detail below.

C.1 Visual identity of the project

The visual identity of the project is based on the logo and based on that every kind of promotional material is produced. Visual identity is the way that partners will present the project itself to the broad public. The target group can include students, state employees, private enterprises and citizens. Different groups with various needs can be easily attracted through visual media, such as a strong logo, templates and colors. The project responds to a various audience that has different requirements, thus branding and visual identity can contribute to the elimination of communication problems.

All the details are defined in the 'Information and Publicity Guide', Version 4, of the Interreg IPA CBC Greece - Albania Project and the basic ones are presented below.

Typography

The typeface Montserrat was chosen for programme and project logos as well as the reference to the European Regional Development Fund, as it is visually quite similar to the Interreg logo. The typeface for all other applications from body text to headlines is Open Sans. All typefaces are available for free and free to use, including web font kits.

The fonts can be downloaded in the following links:

Montserrat: http://www.fontsquirrel.com/fonts/montserrat

Open sans: http://www.fontsquirrel.com/fonts/open-sans

Vollkorn: http://www.fontsquirrel.com/fonts/vollkorn

Typeface	Typeface Application
Montserrat Regular	logo extensions (programme names, project names, ERDF)
Open Sans Font Family	overall communication (body text, headlines etc.)
Open Sans Bold	
Open Sans Semibold	
Open Sans Regular	
Open Sans Italic	
Vollkorn Font Family	alternative font for overall communication (body text, head-
Vollkorn Bold	lines etc.)
Vollkorn Regular	
Vollkorn Italic	

Logo

The Logo of the project will be helpful for a successful project identity as it can be the most powerful visual medium. On the one hand, logo has to be placed in every day communication documents that partners produce while it is a fundamental part of the promotional material such as leaflets, website, and social media.

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The logo has been developed according to the Interreg Brand Manual, being the following one:

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The appearance of a logo varies greatly according to the medium it is used on. Therefore, minimum logo sizes for print, screen and video are specified. The logo should not be used in any size smaller than the smallest logo size specified here in order to carry its visual quality.

Media	Smallest logo width	Ideal logo width
Print A4 portrait	38,1 mm	80,4 mm
Print A4 landscape	38,1 mm	80,4 mm
Screen Smartphone	240 px	300 px
Screen Tablet	240 px	300 px
Screen Laptop/Desktop	300 px	400 px
Powerpoint 16:9	32,6 mm	68,8 mm

C.2 Website

The website can present various information and continuous update for the project in an easily acceptable way for the reader.

On the website, sections can be organized such as presenting the basic information about the project, EU funds, duration and the objectives to deal with. In addition, details about the members of the partnership and their roles will be presented as well. Hyperlinks for social media or partners' websites can be added. The website can provide information about both public awareness events will be gradually held and the stages of infrastructure schemes of energy upgrade will take place in states of Greece and Albania respectively.

C.2 Social media

The use of social media can be an asset for the communication, as they offer an array of opportunities to reach different audiences. Social media that will be used

for the SMENSWICT project are Facebook, Twitter and Instagram. Although the use of Social Media is strongly recommended due to low-cost interactivity opportunities, beneficiaries have to invest loads of time for continuous update, making the implementation of this type of communications over time difficult to maintain.

The dissemination of Information is carried out principally on Facebook and Twitter while imagery is displayed on Instagram.

Tips for social media

- Make an accurate social media strategy, especially for communication campaigns. It should answer to questions such as what messages to spread and on which channels, who are the target groups in the different platforms, how frequent to publish new posts, who to do it etc.
- Start by following people and organizations within your network. The more you follow, the more you are followed.
- Keep your audience engaged, post regularly but do not overload ("spam") them with unrelated information. Make the connection of the content of your posts and your own activities clear to the followers (e.g. when sharing someone else's post, include an intro to it making it clear how this is relevant to your followers).
- Include links to your posts for more info.
- Include pictures to your posts. It will make your information more attractive. Posts with images get more interaction.
- Do not post the same info to all your social media platforms. Play to the strengths of each social channel. Define what types of posts are published on what platform. This is especially important if there are several people using and publishing content on your channels.
- Try to post real-time info.
- Make sure your profile image is visible enough (focus on the image, small letters will never be read by your followers).
- Upload attractive cover images for your profile.
- Avoid complex terminology. Be informal in your posts.
- Respond to the messages even if they are negative.

C.3 Event materials (Posters, Banners, Roll-up, Pop-up stands etc.)

The beneficiaries who organize or participate in events such as conferences, fairs and exhibitions in the framework of co-funded operations, should contain at least the following on all event materials;

- The Interreg project logo
- Textual reference to the sources of financing

The beneficiaries have the opportunity to create the poster for their project through an online tool, provided by the Managing Authority, bearing thus only the cost for the production (available link: poster.interreg.gr). The poster has to contain at least the following the Interreg project logo and textual reference to the sources of financing.

Posters have to be placed at a visible to the public location, such as entrance areas of a building (Regulation (EU) No 1303/2013, Annex XII Article 2.2 paragraph 2.b).

C.4 Leaflets and brochures

Leaflets and brochures should contain at least the following;

• The Interreg project logo

• Textual reference to the sources of financing with the flags of EU and the two participating countries

• Disclaimer that "The views expressed in this publication do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority".

C.5 Stickers for equipment

The Project Beneficiaries are recommended to mark the objects financed from the funds of the Interreg IPA II Cross-border Cooperation Programme "Greece – Albania 2014 – 2020" with a sticker of the Logo as follows:

• Small objects (office equipment, furniture items, smaller means of work etc) with a sticker of approximately 50×20 mm;

• Larger objects (equipment etc.) with a sticker of approximately 120×50 mm.

• Vehicles with a special sticker covering at least 30% of the area of which it will be applied (ie door, etc)

Stickers on the objects may not be used, in case there is an information sign in the same room as the object(s) financed from the Programme funds, concerning the co-financing of all objects/ material in the room in total. Additionally, stickers may not be used in case the Logo has been placed on the object(s) during production. In this case, the JS is to decide on the means of marking the object(s) or on minimum measures of marking an activity.

Stickers must remain legible and correct for at least five years after the last eligible date of the Project activities. In case stickers are damaged or wear out the Project Beneficiary must replace them.



C.6 Billboards and Boards of Gratitude

As the SMENSWICT project finances infrastructure though renovation of buildings and supply of equipment, project beneficiaries have to set up Billboards and Boards of Gratitude to the location of intervention. It is highly suggested that before the installment of Billboards and Boards of Gratitude, all the partners should send the templates to the Joint Secretariat for the approval of the content and dimensions.

The billboard must correspond to the following conditions:

- The billboard should be set up in a place visible by the public that is in close proximity to the object to be acquired or built;
- The Logo of the Programme will be placed on the billboard and it will cover at least 25% of the area of the billboard;
- Minimum measurement of the billboard should be approximately 1500x1000 mm;

- The billboard must be made of durable and weatherproof material in case of outdoor use;
- It is also permitted to put Logos of other authorities connected to completing or financing the object and any other additional information regarding the object on the billboard
- Provide the Interreg IPA CBC Project logo, project title, name of the project Beneficiary
- Provide description of activity / deliverable, deliverable budget, contractor and project website.

Interreg - IPA CBC	PROJECT TITLE NAME OF THE PROJECT BENEFICIARY
PROJECT ACRONYM	
Project Deliverable Budget: € Contractor:	Description of activity/ Deliverable
PROJECT WEBSITE	Project co-funded by the European Union and national funds of the participating countries

The Board of Gratitude must correspond to the following conditions:

When acquiring an object that costs more than 500.000,00 or financing an infrastructure or construction object, the Project Beneficiary must install a board of gratitude at the location of the object within six months after acquiring the object or completing the works. Public contribution includes the Programme funds, and co-financing by public and public equivalent bodies.

The board of gratitude must correspond to the following conditions:

- Board of gratitude will be set up in a visible place that is located on the object, in close vicinity or at a location connected to it;
- The Logo will be placed on the board of gratitude and it will cover at least 25% of the area of the board of gratitude;
- Completion date of the object will be given on the board of gratitude;

- Minimum measures of the board of gratitude should be approximately 700x450 mm.
- The board of gratitude must be made of durable and weatherproof material in case of outdoor use.
- The installed board of gratitude must be retained at least until 5 years after the project closure.

C.7 Promotional videos

The promotional video may include the Programme's logo and the European Union's emblem. In such cases that it is not possible to include all the information, at least the EU flag should appear. Before taking any decision on the production of a promotional video, the JS Communication Officer should first be consulted.

C.8 Radio spots

Each radio message/ spot should at least include the following element; Verbal transmission of the phrase "The project is co-funded by the European Union and by National Funds of the Participating Countries participating in the Interreg IPA II CBC Programme "Greece – Albania 2014 - 2020". In case the radio spot is transmitted in the official language of one of the participating countries, project beneficiaries are requested to consult the JS Communication Officer beforehand for translation-related guidance.

C.9 Awareness raising events

The SMENSWICT project includes the organization of one publicity conference and two local awareness events in the location of each partner. During these events, the target groups will be informed about the objectives of the project, the challenges met and the results achieved during the project implementation. It is recommended to link this activity with media communications (e.g. press release, press conference). Again, the Interreg project logo, as well as the sources of financing should appear on all documents, publications, presentations, or other materials produces for the events.

D. Monitoring tools - Indicators of achievements

One of the main output indicators of the project is that number of people that are going to participate in awareness actions. This number is calculated to 6.400 participants and in specific, comes from all the following actions.

Communication Indicator	Target	Justification
Website	2.000	Number of views
Facebook, Instagram, Twitter	2.000	Number of views/likes
Stickers	1	Number of stickers developed
Roll-up	1	Number of roll-up developed
Brochures	10.000	Number of brochures printed
Leaflets	40	Number of leaflets printed
Posters	2	Number of poster developed
Radio spots reproductions	200	Number of radio spots reproduced
Promotional videos	2	Number of videos displayed
Billboards	3	Number of billboards placed
Participants to the local awareness events	3.200	Number of participants
Participants to the Publicity Conferences	3.200	Number of participants

E. Resources

E.1 Human Resources

LB coordinates the dissemination activities among the project partners, being in parallel contact with Joint Secretariat of Greece – Albania Programme. In specific, the Chamber of Arta – LB is placed in charge for the preparation of the Communication Plan and the design of the website of the project.

The Communication Manager is a member of the LB work team. Each partner will define a contact person who will be in strong collaboration with partners, reporting communication challenges, managing actions to be implemented and making the diffusion of the SMENSWICT goals possible.

E.2 Financial Resources

The budget of Working Package 2 is calculated to $80.470,00 \in$ and consists the 4,72% of the total budget of the project.

Partner	WP2 Budget
LB	32.170,00€
PB2	15.800,00€
PB3	18.000,00€
PB4	14.500,00€

Partner	Deliverable	Deliverable	Budget (€)				
	No.						
LB	2.1.1	Production of Communication	13.995,00				
		material and tools					
	2.1.2	Publicity events and Conferences	6.000,00				
	2.1.3	Project Website	4.000,00				
	2.1.4	Project's Communication Plan 5.175,00					
	2.1.5	Local awareness events	3.000,00				
PB2	2.2.1	Production of Communication	7.800,00				
		material and tools					

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	2.2.2	Publicity events and Conferences	5.000,00					
	2.2.5	Local awareness events 3.000,00						
PB3	2.3.1	Production of Communication	10.000,00					
		material and tools						
	2.3.2	Publicity events and Conferences	5.000,00					
	2.3.5	Local awareness events	3.000,00					
PB4	2.4.1	Production of Communication	8.000					
		material and tools						
	2.4.2	Publicity events and Conferences	4.000					
	2.4.5	Local awareness events	2.500					

F. Timeline

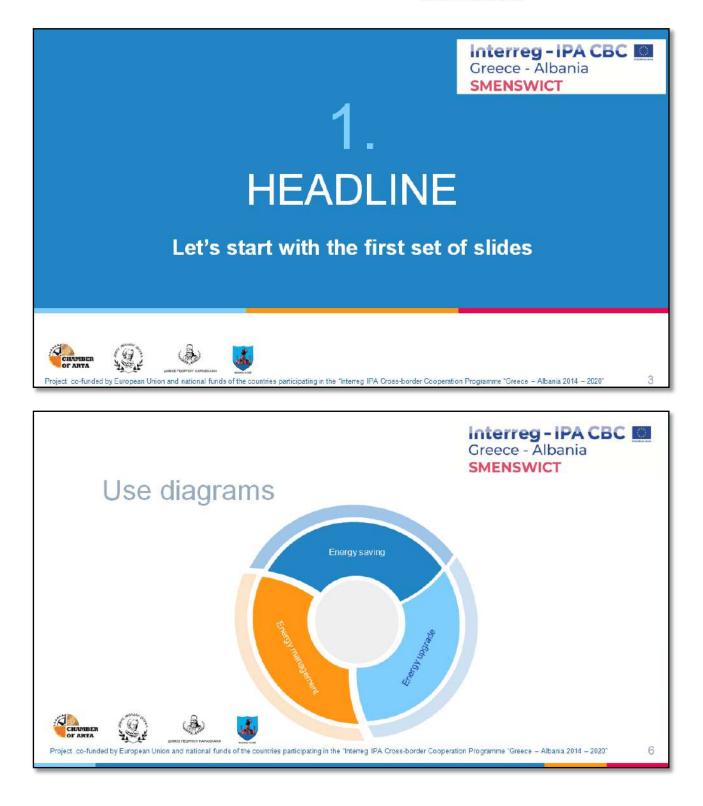
		20	19							2	2020									2	021			
	M1	M2	M3	M4	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M1	M2	M3	M4	M5	M6	M7	M8
D1.3 Project Management D2.1 Communication St	ALL rategy -	ALL materi	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL
project logo													LB											
posters																			ALL					
social media																		ALL	ALL					
brochures																			LB	PB2- PB4				
biilboards																							ALL	
boards of gratitude																							ALL	
radio spots																				LB- PB2- PB4				
promotion videos																			LB					
D2.2 Publicity Conferences D2.3 Development of W	ebsite																		LB	PB2	PB3	PB4		
Design of website																			LB					
Update																				ALL	ALL	ALL	ALL	ALL
D2.4 Communication ar	nd Disser	minatio	on Plan																					
Drawning of the plan															LB	LB	LB							
Update																		LB	LB	LB				
D2.5 Local Awareness Events																				LB	PB2	PB3	PB4	

G. Project communication material templates

Power Point template



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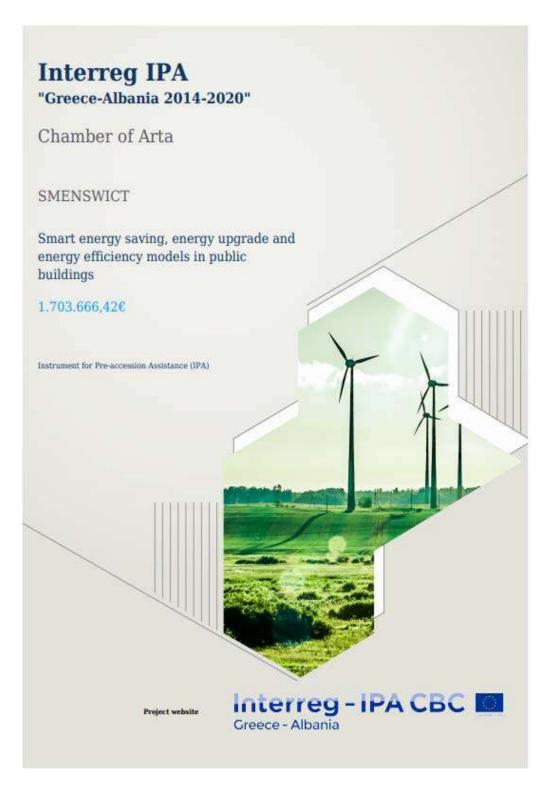
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Poster

A3 Landscape layout (420mm x 297 mm)



A2 Portrait layout (420mm x 594 mm)



Sticker

Γ

Interreg - IPA CBC Creece - Albania	SMART ENERGY SAVING, ENERGY UPDATE AND ENERGY EFFICIENCY MODELS IN PUBLIC BUILDINGS BY USING ADVANCED INFORMATION AND COMMUNICATIONS TECHNOLOGY (ICT) AND BUILDING MANAGEMENT SYSTEMS (BMS) CHAMBER OF ARTA
Project Deliverable Budget: 666,42€	Replacement of led lighting / D3.3.2
Project co-funded by the European Union	Project website

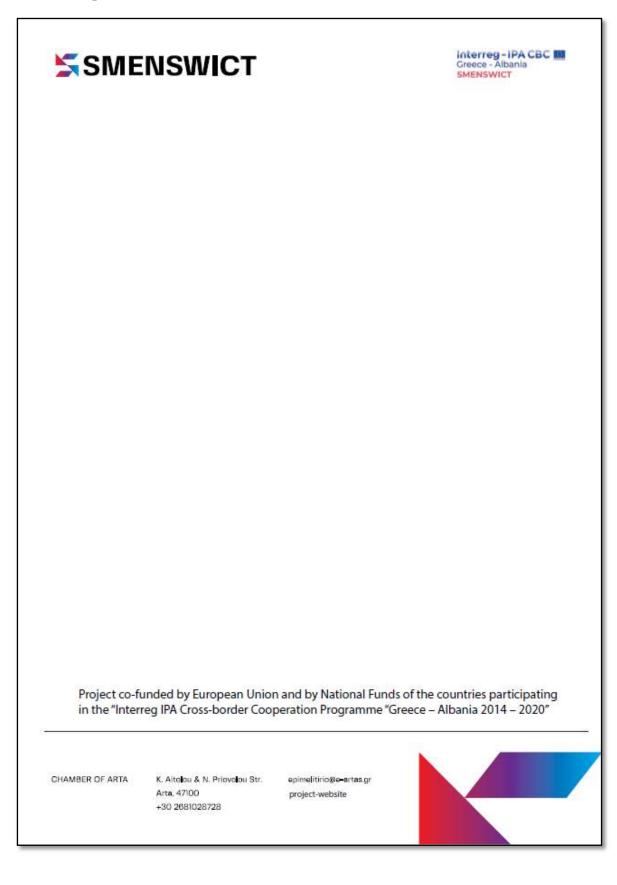
Billboard

Interreg - IPA CBC	SMART ENERGY SAVING, ENERGY UPDATE AND ENERGY EFFICIENCY MODELS IN PUBLIC BUILDINGS BY
	USING ADVANCED INFORMATION AND
	COMMUNICATIONS TECHNOLOGY (ICT
	AND BUILDING MANAGEMENT
	SYSTEMS (BMS)
	CHAMBER OF ARTA
Project Deliverable Budget: 223.666,42€	Energy upgrade / D3.3.3
Contractor: Name Surname	

Logo proposal

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Word template





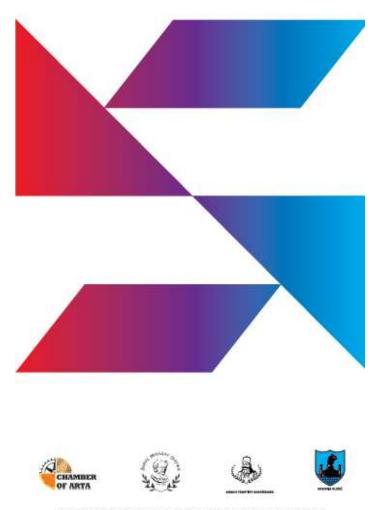


Roll-up

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SMENSWICT

Smart energy saving, energy upgrade and energy efficiency models in public buildings by using advanced Information and Communications Technology (ICT) and Building Management Systems (BMS)



Project co-funded by European Union and by National Funds of the countries participating in the "Interreg IPA Cross-border Cooperation Programme "Greece – Albania 2014 – 2020"

Interreg - IPA CBC Creece - Albania

Social Networks

Facebook page



Instagram page



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Contact: Chamber of Arta 8, Kosma Aitwlou Str. Arta, 47100 tel. 00302681028728 epimelitirio@e-artas.gr