

D.6.1 Communication and Dissemination Plan



History of changes

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| V1 | 13/03/2024 | | Marina varvesi / Emanuela Dane / Federica Petraroli - AISFOR |
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Deliverable Information Sheet

| | | | |
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List of Abbreviation and Acronym

| Abbreviation | Meanining |
|--------------|--------------------------------------|
| CDP | Communication and Dissemination Plan |
| CEP | Community Energy Projects |
| OSS | One Stop Shop |

1 Introduction: DISCOVER Project

1.1 Overview

DISCOVER is an innovative LIFE project with the strategic aim to support the transition to a renewable energy-driven society. By fostering Community Energy Projects (CEPs), DISCOVER will empower stakeholders and citizens and mobilize significant investment in renewable energy generation in pilot regions across Europe. DISCOVER will catalyze the launch of CEPs in 5 diverse European regions respectively in Austria, Bulgaria, Croatia, France and Italy. Local hubs will be set up to pilot innovative support mechanisms for CEPs. The hubs will deliver guidance and practical services on the technical, economic, financial and legal aspects and will help connecting CEPs to local service and technology providers. The services will cover all developmental stages of CEPs, accompanying them throughout their entire lifecycle.

Taking into account the diverse socio-geographical-legislative and market maturity levels across these 5 pilot regions, DISCOVER will follow a regionally specific approach with four local service hubs. On top of that, an interactive online tool will be designed to provide extensive support to local communities embarking on Renewable Energy Projects.

DISCOVER aims to simplify decision-making processes and reduce operational barriers by connecting projects with local service/technology providers and relevant authorities.

During the 3 year timeframe (2023 – 2026), DISCOVER is expected to reach more than 20,000 citizens, support 20 new initiatives (focusing on community PV installation), and trigger a total investment of more than 7.7 million of euros. The project will promote and facilitate the recreation of future service hubs in other regions to ensure replication across other European regions.

The DISCOVER consortium stands as a collaborative force spanning over five European countries, each committed to driving the vision of CEPs within their

respective region. The consortium comprises active national / regional leaders in the CEP initiatives, well-connected to citizens, local authorities, and stakeholders.

1.2 “WP6 – Communication and Dissemination” activities

The aim of the work package on communication and dissemination is to:

- Establish a Communication and Dissemination Plan (CDP);
- Develop an accurate project identity;
- Launch project web pages, communications kits, and guidelines for project promotion;
- Raise awareness about Community Energy Projects, associated support services and OSSs to a range of stakeholders;
- Facilitate knowledge exchange through social media outreach.

The work package includes the following tasks:

T.6.1 Communication & Dissemination Plan - The communication and dissemination Plan (CDP) will be a living document, developed in the first three months of the project and updated in July 2025 to reflect the needs and findings of other WPs. Within this task, a tailored strategy and plan for dissemination and communication will be created to effectively convey the key messages of DISCOVER to its target audiences as well as increase the visibility of the project along with its activities and results to the public. It will also serve as a guide to assist project partners in designing, planning, and implementing activities related to representing the project effectively.

T.6.2 Communication and dissemination materials and tools for DISCOVER promotion - In order to maximize the reach-out potential, a multichannel strategy will be foreseen and developed by AISFOR. This task is centered around setting up tools used for communication purposes at local and European levels as outlined in the CDP, namely creating a robust presence at the European and local levels, encouraging relevant stakeholders to get involved in developing Community Energy services,

facilitating networking, building trust in the project, and highlighting the focal role of on-stop-shops and hubs for the growth of those Communities.

T.6.3 Social media activities and outreach - Disseminating the content and findings developed by DISCOVER and its various WPs will interact target groups and engage them in discussions initiated by the project. The aim of this task is to continuously use all of the tools developed within T6.2 to reach project target groups, spread key messages and encourage exchanges on topics relevant to DISCOVER's deployment.

2 Communication and Dissemination Plan (CDP)

2.1 Overview of the document

The purpose of the Communication and Dissemination Plan (CDP) is to guide and coordinate the effort of all partners for the efficient deployment of communication and dissemination actions at local, national and European level. The CDP details indications, procedures and materials to assist project partners in designing, planning, implementing and monitoring communication and dissemination activities related to representing the project effectively.

The CDP is a living document, developed in the first three months of the project and updated half way through the project (July 2025) to reflect the needs and findings of other Work Packages (WPs). Within the first months of the project, a tailored strategy and plan for communication and dissemination has been created to effectively convey the key messages of DISCOVER to its target audiences as well as increase the visibility of the project along with its activities and results to the public.

2.2 Structure of the document

The structure of the CDP follows the dualism of the activities communication and dissemination and the dualism of the geographical coverage European and local.

3 Communication and Dissemination approach

The communication and dissemination approach may be divided according to:

- Type of activity and objective: communication versus dissemination
- Geographical focus: European versus national / local.

3.1 Communication versus dissemination

The term communication refers to activities which aim to communicate all the aspects of the project while dissemination refers to spreading the project results and setting the basis for future replication and exploitations.

The **communication activities** can be divided into 2 groups according to the target:

- **Internal communication** refers to the activity within the consortium. It relates to the managerial issues within the consortium such as procedures and mechanisms for drafting, approving and saving documents within the common repository and the organisation of project meetings and monthly meetings, which are described within the internal Project Management Handbook (D1.1).
- **External communication** refers to the communication activities of all the partners, either individually at national / local pilot level and as a whole at European project level. The external communication will start with the beginning of DISCOVER and will cover all greater aspects of the project, such as its objectivities and activities. DISCOVER communication will target a wide audience, including media, general public and policy actors and will be based on a non technical language. As detailed below the communication materials

and tools include: visual identity (logo, visual and graphical layout), public website, leaflets and flyers, social media, videos, press releases, etc. The external communication activities aim to:

- raise awareness on the DISCOVER project, its objectives, activities and results at all geographical levels;
- Raise awareness about Community Energy and CEPs to a wide range of stakeholders;
- Increase the interest towards Community Energy and CEPs and support services:

The **dissemination activities** will focus on disseminating DISCOVER results with the aim to maximise their impact in the pilot countries but also at European level. The dissemination activities will mainly address potential beneficiaries of the results, the scientific community, stakeholders, industry, policy makers, investors, civil society, etc..

The aim of the dissemination activities are to:

- promote the results, achievements and knowledge generated by the DISCOVER project
- provide specific groups with detailed information on project results and set the basis for their exploitation, take-up and replication (a separate plan will be prepared in WP7 to detail these activities).

3.2 European versus national / local

Objective and type of activities may be further distinguished by their geographical reach. This applies to both the external communication and the dissemination activities. With regard to DISCOVER's dual scope, encompassing both European-wide and local aspects, the CDP is strategically divided into two geographical levels, each with its own procedures and tools:

- **European project Level:** includes the activities to communicate DISCOVER and to disseminate its results / outcomes of the project as a whole at European level.
- **Local pilot Level (national):** includes the activities to communicate DISCOVER and to disseminate its results / outcomes of the local pilot at local

level. The local dissemination activity may be expanded to cover also the entire national level (although with minor emphasis).

4 External European communication and dissemination strategy

4.1 Objectives

The communication of DISCOVER's objects and the dissemination of its results / outcomes are key to ensure that DISCOVER's outreach goes beyond the boundaries of the countries involved in the project and outlives the project lifetime (project end date is 30 November 2026). The CDP provides a clear overview of how all the communication channels, communications and dissemination activities and tools will work together to address relevant stakeholder groups at European and local (and national) level and, where appropriate, will enable a proper dissemination of outcomes and results.

4.2 Roles of partners

AISFOR as leader of the communication and dissemination work package is responsible for:

- planning, implementing and monitoring all activities at European level and
- coordinating and supervising all activities at local (National) level

Pilot partners (AGENA, APC, BEZ GRANICA, IESDI and PIXEL) are responsible of their respective pilot region, in particular for:

- co-planning (under the coordination of AISFOR), implementing and monitoring all activities at local (National) level.

The following scheme clarifies the different communication and dissemination activities of DISCOVER

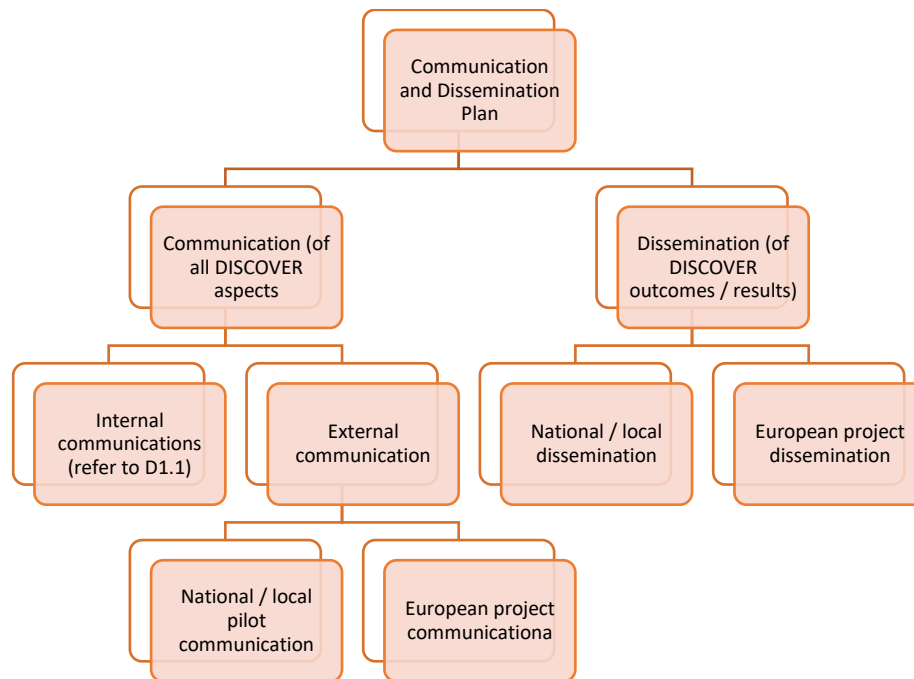


Figure 1 - DISCOVER communication and dissemination scheme

As detailed in the following chapters, the organisation of the CD activities at European / project and a local / pilot (and National) level will be as follows:

- European Level:** under the responsibility of AISFOR, the communication and dissemination strategy focuses on general project information, such as project launch, guidebook release, achieved results, etc. and is outlined within this plan. AISFOR is responsible for the detailed planning and implementation of the activities at European level, while collecting inputs from all partners. The monitoring of the Discover activities on an European level, will also fall under the responsibilities of AISFOR.
- Local Level (national):** Coordinated by AISFOR and executed by the local partners in each pilot region, the communication and dissemination strategy focuses on local activities such as local events, workshops, radio advertisements, etc. The detailed planning of the local activities will be carried out in collaboration between AISFOR and the local partner. The activities will be carried out by the local partner (supported by AISFOR with appropriate

materials). The local partner will be responsible for advertising and documenting these activities, by means of the tools prepared by AISFOR.

The following table reports the RACI matrix for the communication and dissemination activities

| CD Activity | Responsible | Accountable | Consulted | Informed |
|--------------------------------|---|------------------------------|------------------------------|------------------------------|
| European communication | AISFOR | Consortium (all partners) | Consortium (all partners) | Consortium (all partners) |
| Local (National) communication | Pilot Partner (AGENA, APC, BEZ GRANICA, IESDI and PIXEL) | AISFOR | AISFOR | Consortium (all partners) |
| dissemination | AISFOR | Consortium (all partners) | Consortium (all partners) | Consortium (all partners) |

Table 1 - DISCOVER CD RACI matrix

4.3 Target audience and stakeholders

The European target audience includes both the European and national level including countries not covered by the consortium.

The first group includes European associations working on energy communities focusing renewables, as well as environmental and citizen associations. Other European target groups are policy actors, from CINEA to Directorate Genral Energy to Members of European Parliament (MEPs).

4.4 LIFE funded projects – CINEA obligations

Article 17 COMMUNICATION, DISSEMINATION AND VISIBILITY of the signed grant agreement of DISCOVER details the obligation of the project, more specifically the obligations that the *“beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner. Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.”*

Article 17.2, obliges the consortium to include the European flag and the funding statement in all materials related to DISCOVER activities (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.)

The cofunding of the LIFE programme must be acknowledged by publishing either the European flag (emblem) and funding statement (translated into local languages, where appropriate)



Co-funded by the
European Union



Co-funded by the
European Union

Or by adding the LIFE programme flag and the disclaimer



**Co-funded by
the European Union**

The **disclaimer** must also be included

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.”

For detailed information on the use of the European Flag, LIFE flag and disclaimer refer to the Communication and GDPR rules of the LIFE programme (https://cinea.ec.europa.eu/programmes/life/communication-and-gdpr-rules_en)

5 European Communication Methodology

The communication activities aim to inform a wide range of stakeholders (identified as target groups of the communication) about the project itself as well as raise awareness on Community Energy Projects, DISCOVER local pilot hubs and services, and facilitate knowledge exchange through social media outreach.

The communication materials and tools will be provided to all DISCOVER consortium partners and ensure adequate communication of project activities and results to their respective regions and communities. The following communication methods and tools are foreseen:

- Visual Identity
- Key Messaging
- Communication channels:
 - Web page
 - Newsletter
 - Social media management
- Communication Material

5.1 Visual Identity

The visual identity aims to create a strong and recognizable DISCOVER brand. The visual identity includes the logo, the pictogram, the colour scheme and the font. The visual identity is the common basis of all DISCOVER communication activities.

The logo is the visual representation of the project and is reflected in all the communication materials at all levels. The negative version of the logo has also been created to be used with dark backgrounds. A black and white format shall be used when printing materials with no colour

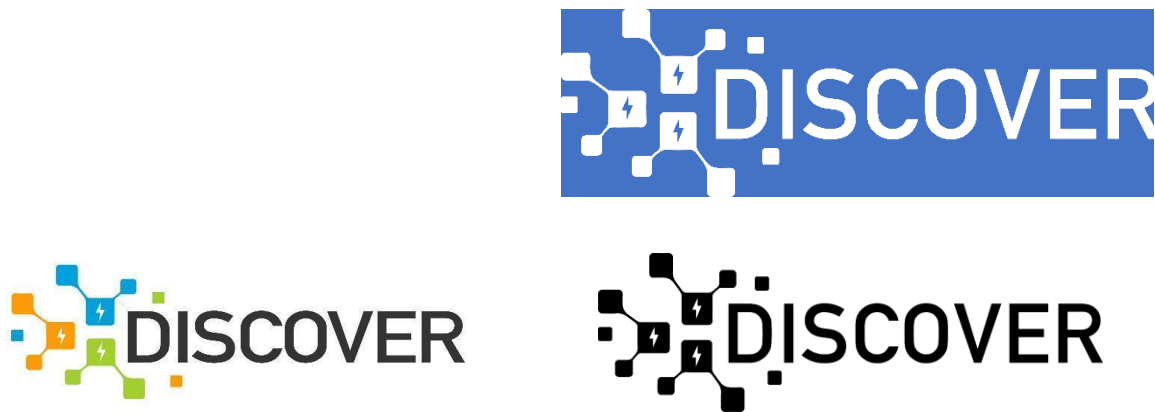


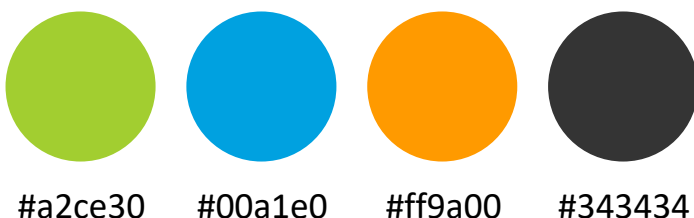
Figure 2: DISCOVER logos

As an alternative to the logo, a pictogram has also been developed, representing only the graphical component of the logo. The negative version of the pictogram has also been created to be used with dark backgrounds



Figure 3 - DISCOVER Pictogram

Both the logo and the pictogram are developed with the same colours which represent the overall colour scheme of DISCOVER



In line with the visual identity, AISFOR has prepared templates for powerpoint presentations and for word documents (including deliverables). Each partner is encouraged to use the DISCOVER template (ppt format) for presenting the project in National or European events. Moreover, all work package leaders will use the word document template for project deliverables.

5.2 Key Messaging

To ensure the effective transformation of the DISCOVER project into clear and accessible messages for the different targeted groups, the plan includes key messaging. Key messages aim to make DISCOVER communication more understandable and effectively communicate DISCOVER's objects, results and outcomes among the target groups. The key messages highlight how DISCOVER contributes to the European climate and sustainability plans.

To succinctly present DISCOVER in communication materials, the taglines are:

"Guiding communities towards a sustainable energy future"

"Renewable Energy, Empowered Communities, Sustainable Future".

Additionally, a short abstract has been prepared to provide a quick overview of DISCOVER for all dissemination and communication purposes. The abstract shall be used by all partners as intro of every deliverable and when promoting DISCOVER within their websites:

DISCOVER is an innovative LIFE project with the strategic aim to support the transition to a renewable energy-driven society. By fostering Community Energy Projects (CEPs), DISCOVER will empower stakeholders and citizens and mobilize significant investments in renewable energy generation in pilot regions across Europe. DISCOVER will catalyze the launch of CEPs in 5 diverse European regions respectively in Austria, Bulgaria, Croatia, France and Italy. Local hubs will be set up to pilot innovative support mechanisms for CEPs. The hubs will deliver guidance and practical services on the technical, economic, financial and legal aspects and will help connecting CEPs to local service and technology providers. The services will cover all developmental stages of CEPs, accompanying them throughout their entire lifecycle.

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The DISCOVER consortium stands as a collaborative force spanning over five European countries, each committed to driving the vision of CEPs within their respective region. The consortium comprises active national / regional leaders in the CEP initiatives, well-connected to citizens, local authorities, and stakeholders.

5.3 Communication channels

5.3.1 Web page

The DISCOVER project does not foresee a dedicated web site but a main DISCOVER landing page on the coordinator's website which is referenced on every partner's homepage. Moreover, an online multi-language training platform is foreseen with the aim of providing online training to operators of all the local DISCOVER OSS hubs. The online training platform is accessible to all users (only registered users can access the reserved internal pages with the training courses). To kill two birds with one stone, the online training platform will also act as common landing page of the DISCOVER project, even though the training will not start until the second half the project.

All partners agreed on using moodle as the multipurpose platform.

The online training platform is a strong and strategic asset because it allows for training and all project-related information to be accessed in one place.

An analysis of available web domains and social accounts was carried out and the string "projectdiscover" was free on both web and LinkedIn. The domain www.projectdiscover.eu hosts the DISCOVER landing page and will eventually allow access to the online training platform. The following screenshots show its structure and contents.



**Developing Integrated Services for COmmunity energy to accelerate
Valid Energy tRansition**

Objectives

Community Energy Projects (CEPs) often stall in an early stage. Typical hurdles include the lack of knowledge, network or access to financial services, which causes them to stall in an early stage.

DISCOVER aims to facilitate the launch of new CEPs by offering support services to CEP initiators including:

- Providing guidance and reducing hurdles
- Simplifying the decision making progress
- Interconnecting stakeholders

DISCOVER will result in a significant investment pipeline in renewable energy production and enhanced knowledge of marked stakeholders

Actions

DISCOVER bundles multiple support services into a holistic guidebook.

Regional partners will enable the roll-out of the guidebook and set up local hubs in five pilot regions across Europe (Austria, Bulgaria, Croatia, France and Italy) to provide guidance and professional support on technical, economic, financial and legal aspects covering all phases of a CEP lifecycle.

- Identify challenges and develop support services
- Develop a guidebook tailored to each pilot region
- Collaborate with regional partners
- Develop an on line service hub
- Set-Up of four local service hubs



What We Do



Analyse existing services for Community Energy Projects (CEPs)

Ongoing (and past) initiatives and existing services will be analysed



Analyse hurdles, gaps and stakeholder interconnectivity

Identify the main points and hurdles reported by stakeholders with regard to the realization of CEP, comparison to existing services, explanation of underserved needs and stakeholder interconnections and required data exchange for external services



Publish the DISCOVER CEP general guidebook and Specific (Pilot) CEP guidebook

The general guidebook will detail step by step information on how to prepare the field for the setting up of a CEP. The specific guidebook is an National adaptation of the general guidebook. It reflects the lifecycle of a CEP and associated support services



Launch 4 CEP One Stop Shop (OSS) as service hubs

Set up of OSS and development of business plans for each service hub in the projects pilot regions, describing the financial sustainable operation



Who we are

DISCOVER Partners



Expected results:

- 01 Trigger > 20 new community energy projects.
- 02 Generate about 3 GWh/year of renewable energy.
- 03 Attract about 7.7 million euros of investments in renewable energy generation.
- 04 Training > 400 market stakeholders.



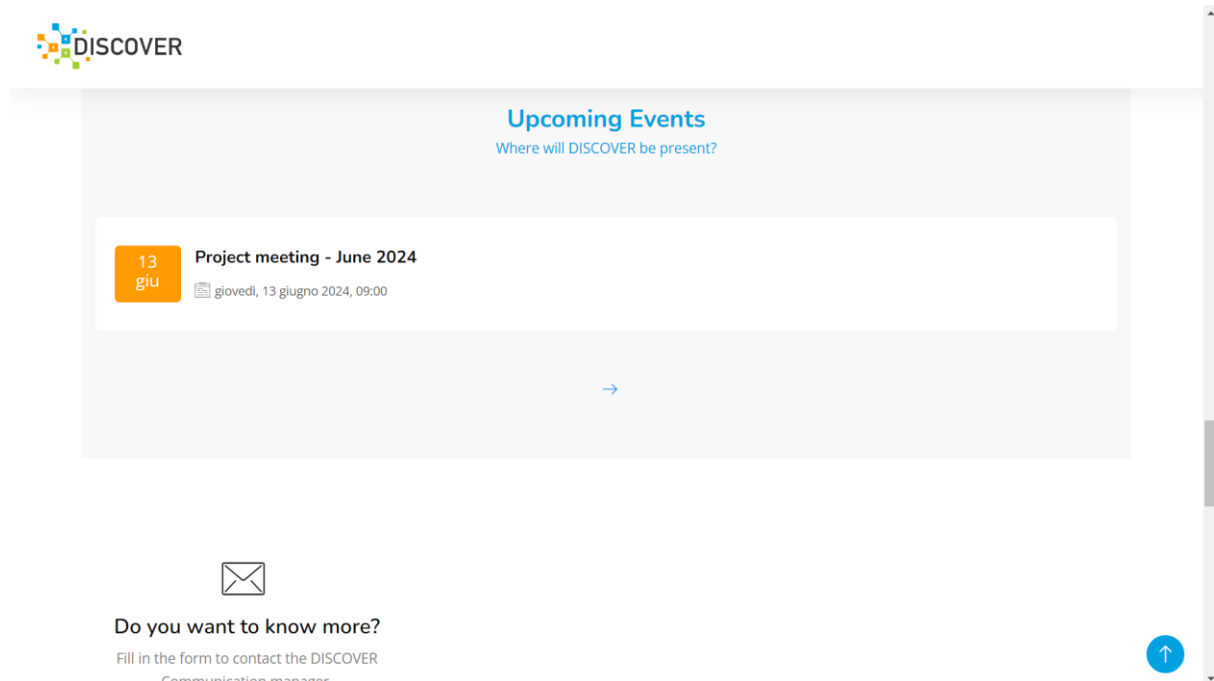


Figure 4 Screenshots of DISCOVER landing page

The contents of the common European home page are mainly static and therefore will not need to be updated. The information about activities implemented at local (and National) level is the exception. This section contains local news and events, provided by the pilot region's partners in English to AISFOR, who will revise and publish it on the website

In addition to the common landing page, each partner will develop a dedicated DISCOVER project information page integrated in their respective website. These external DISCOVER webpages and the project's landing page will reference each other for seamless navigation and access:

| Partners | English content | National language content |
|-------------------------------|---|---|
| AISFOR (Italian) | https://www.aisfor.it/progetti-54-discover | https://www.aisfor.it/progetti-53-discover |
| AGENA (Italian) | | https://www.agenateramo.it/progetti-europei-e-locali |
| APC (French) | | https://www.apc-paris.com/activites/discover-encourager-les-initiatives-citoyennes-de-production-delectricite-photovoltaique-en-ville/ |
| BEZ GRANICA (Slovenian) | https://energija.bezgranica.hr/discover-project/ | https://energija.bezgranica.hr/projekt-discover/ |
| IESDI (Bulgaria) | https://institute-esdi.org/en/projects/discover-project | https://institute-esdi.org/proekti |
| PIXEL (Austrian) | www.pixelenergy.at/en/discover | www.pixelenergy.at/de/discover |

5.3.2 Newsletter

To ensure the communication of news, events and results at European level, a common DISCOVER newsletter will be developed in English integrating inputs from all local pilots. However as the first part of DISCOVER work plan focuses on analysing existing services and initiatives, the common (European) DISCOVER newsletter will not be launched until the second half of the project lifetime. The actual strategy (which will be revised regularly during the project development) foresees only 2 European newsletter – the first newsletter will be released half way through and the second at the end of the project.

5.3.3 LinkedIn

Social communication strategy involves opening a common European DISCOVER LinkedIn account. As mentioned in the paragraph on the web page, the handle of the LinkedIn account matches the Projects landing page's url (**@projectdiscover**).

The common European LinkedIn account will be the main communication channel to ensure the active and regular communication outside the geographical boundaries of the consortium. For this reason, the account will be managed in English and will provide information on the overall progress of the project as a whole as well as updates, news and events at local level. The account will be managed by AISFOR with inputs from all the partners. In order to collect inputs, a social editorial plan will be created by AISFOR (Table 2). The plan will be updated on a monthly basis with inputs and suggestions by all partners mainly on activities at local level. AISFOR will then select the news to ensure an overall equal geographical coverage and will inform partners (through the plan itself) on the date of the publication of the posts. Partners will then repost through their LinkedIn accounts.

5.3.4 Social media management

The publication of posts will progressively increase during the project lifetime. Initially there will be 2 posts per month: one general and one local. Once the local activities

become more frequent, and the DISCOVER deliverables and outcomes are released, the number of posts will increase in order to have at least a weekly frequency.

| LinkedIn Editorial plan | | | | |
|--------------------------------|----------------------------------|-------------------------------|--------------------------------|-------------------------------|
| Inputs from: | DISCOVER general news | To be published on | DISCOVER local news | To be published on |
| AISFOR | | | | |
| AGENA | | | | |
| APC | | | | |
| BEZ GRANICA | | | | |
| IESDI | | | | |
| PIXEL | | | | |

Table 2 - LinkedIn editorial plan

Possible hashtags to be included in LinkedIn posts are:

#DISCOVER#energycommunities #communityenergy #communitypv

#LIFEproject #LIFEprogramme

#RenewableEnergy#EnergyTransition

#energysustainability

#energycommunityservices

Possible accounts to tag in LinkedIn posts are:

@CINEA - European Climate, Infrastructure and Environment Executive Agency

@LIFE Programme

@aisforsrl

@pixelenergysolutions gmbh

5.4 Communication material

Key information about the project will be provided in different communication materials in English and then translated to all partner's languages. All communication materials will promote the general messages and benefits of the project, will include graphical elements that visualizes the project and its objectives, will list the partners involved, and provide contact details to follow up.

At the start of the project, AISFOR prepares a 3-fold brochure introducing the DISCOVER project.



Figure 5 - DISCOVER 3-fold brochure

The communication materials aim to spark curiosity about the project while providing brief information on the project's approach and aims, work plan structure and an overview of the partners. Partners will give input, as it requires distillation of aims, language, and a narrative of the project.

During the first year, AISFOR will produce a poster, a roll-up and a standard presentation. Partners will translate the materials (and if needed adapt it to their national context).

In the second year of the project, the consortium will decide what further communication materials are needed for reaching specific target groups on one side and to promote the services of the pilot hubs on the other.

All communication material will be designed to be distributed at different events (local and European) and to be uploaded on DISCOVER home page.

6 Dissemination activities

The aim of the sustainability activities (T.7.1) is to ensure that the achieved results and goals outlive the duration of the project (i.e. November 2026). The replication activities (T.7.2) ensure the outreach of the project results also outside the geographical boundaries of the project partners.

The dissemination activities included in this plan are the basic ones to ensure a proper dissemination of all project outcomes, results and deliverables. During the duration of the project, the consortium may decide to implement further activities specific to a deliverable, for example

- the publication of the General Handbook may be promoted by a social campaign to gain attendance or
- the opening of a local pilot hub may be combined with a local event to promote the services offered.

The dissemination activities include:

- Promote DISCOVER outcomes and deliverables through the communication channels (home page, newsletter, video, social channels)
- Publications and articles
- Event participation
- Policy recommendations
- Contribute to the #LIFEAmplifiers campaign
- Share content with the LIFE communication team to take advantage of extra publicity via the CINEA promotion tools including their WEBSITE, newsletter and social media

6.1 Promote DISCOVER through communication channels

The publication of all public deliverables will be announced through all DISCOVER communication channels (home page, newsletter, linkedIn – as described in the previous chapter).

All public deliverables will be uploaded on the DISCOVER home page and can be downloaded by interested users. This way, deliverables can be referenced via web link elsewhere. Internet analytics will be installed to count the number of clicks and track traffic and downloads.

The work package leader will provide AISFOR with a brief informative article (or in specific cases a press release) in English summarising the contents of the deliverable. The article will be published on the DISCOVER home page and will be shared with all partners to be published in their National language also on their website.

Prior to the publication of a deliverable or any other significant outcome of DISCOVER, the consortium will decide if special advertisement would be needed along with it.

6.2 Publication Management

To reach the widest possible audience and engage stakeholders, all partners will be encouraged to prepare articles. The articles to be published at European level will be planned and agreed on a monthly basis. Similarly to the social editorial plan (Table 2Table 3), a publications and articles editorial plan will be developed. As seen in Table 3, it facilitates collecting inputs from partners and preparing publication and articles.

| Publications and Articles Editorial Plan | | | | |
|---|------------------------------|---------------------------|----------------------------|---------------------------|
| Inputs from: | DISCOVER general news | To be published on | DISCOVER local news | To be published on |
| AISFOR | | | | |
| AGENA | | | | |
| APC | | | | |

| | | | | |
|----------------|--|--|--|--|
| BEZ GRANICA | | | | |
| IESDI | | | | |
| PIXEL | | | | |

Table 3 - Publications and articles Editorial Plan

6.3 Event organisation and participation

The only DISCOVER event at European level will be the final conference at the end of the project with the aim to disseminate DISCOVER results and outcomes. The conference will be held in Brussels (together with the final project meeting) with the support of all the partners. At the final conference the publishable report (D6.3) will be widely disseminated. The agenda and the promotion of the final conference will be planned at least 6 months beforehand. AISFOR will monitor European initiatives (such as the European Sustainable Energy Week – EUSEW) to verify the final DISCOVER conference can be integrated into the agenda of a bigger event.

The report on the communication and dissemination activities (D6.2) will also contain a chapter about the final conference and its expected outcomes.

6.4 Policy recommendations

Policy actors will be reached through specific activities planned at the end of the project. DISCOVER will deliver a Policy Paper (D7.2) to provide policy recommendations, both at the local and European level, to favour the set-up of regional one-stop-shops/hubs,. The policy paper will describe challenges related to the multi-disciplinarity of Energy Communities, and their role within existing European initiatives. The framework paper will contain citations and recommendations collected by national and European stakeholders throughout the 3-year project activities.

The policy paper will be prepared by AISFOR with the inputs and suggestions from IESDI and all consortium partners.

7 Local (National) communication activities

National objectives will be developed by each partner country to ensure that the communication and dissemination strategy fits the local contexts and reach the appropriate local and national actors. These objectives will be defined once the initial research project activities have started and the partners are moving towards the planning and implementation of the activities at local level – indicatively after 6 – 8 months from the start (summer 2024). These objectives will be part of a template to be filled in by each national partner to describe their actions at local (and national) level. It will include the objectives at national level, the concrete dissemination actions planned during the project, their timeline and links to the shared table to identify specific target groups. It will serve as a guideline for local actions throughout the project.

In order to address local challenges and define the objectives, AISFOR will support the local partners to identify local target groups, properly and efficiently usage of the local (and European) communication channels, ensuring a regular communication at local level about the intention and importance of the project. AISFOR will closely coordinate all activities for which partners are responsible to ensure timely action and smooth processes within the consortium and with external stakeholders. In order to ensure a strong coordination and supervision of the local communication and dissemination activities, an internal process has been set-up as detailed in the following paragraph.

7.1 Roles and Coordination

Regular exchange about local communication and dissemination activities is understood as crosssectional activities, thus part of the efforts in WP1. A dedicated teams channel will be used to update all partners about local activities. Moreover, AISFOR will send an email to all partners asking for more detailed information on the local activities. This 2-step process to collect information should be sufficient to ensure that no local activities are forgotten and that AISFOR is informed about all local activities in advance. Partners have to inform AISFOR via email of the activity as soon

as possible and if there is the need to prepare communication material the notice must be of at least 3 weeks.

Within the DISCOVER shared folder, a specific folder on Communication and dissemination (WP6) has been created. Therein there is a folder with all the communication (and graphic) materials to be used by partners. All material produced in local language with DISCOVER logo must also be saved in the country relative folder.

Additional communication material may be provided by AISFOR for the local events organised by the partners or to promote the launch of the pilot hubs. In this case, AISFOR and the hub partner agree on the format of the material, AISFOR prepares the graphical layout and the local partner the content in the national language. It will be the pilot partner's responsibility to check the editing of the contents and AISFOR's responsibility to validate the graphical layout. All communication materials with DISCOVER logo must be validated by AISFOR before being published.

7.2 Local (and National) target groups

In general, local actors potentially interested in DISCOVER include local (regional and national) public administration, civil society, energy market members, energy communities' managers, professionals and technology providers, cooperatives representatives, energy market actors, and networks of energy cooperatives.

Identifying local stakeholders and developing a strategy to engage them in the DISCOVER project will be part of D3.1. The engagement strategy will be carried out by all partners under the leadership of APC. It includes a list of target groups and stakeholders, highlights their role in CEPs and will concretize the local communication and dissemination plan.

7.2.1 Communication channels

7.2.1.1 Web page

All partners must have a page on their website dedicated to the DISCOVER project, with a link redirecting to the official European project page (@projectdiscover.eu). The description of DISCOVER to be published on each partners' website will be provided by AISFOR and then translated by each partner.

7.2.1.2 Newsletter

As mentioned in the European section there will be a DISCOVER newsletter only in the second half of the project. However, if at local level, partners already have a newsletter then the publication of articles on DISCOVER will help reach the local target. The use of the local newsletter and the planning of articles to be published will be discussed and agreed with AISFOR in order to integrate it within the wider communication and dissemination activities.

7.2.1.3 LinkedIn and Social media management

All partners are required to have and use for DISCOVER the LinkedIn page of their company. No specific local LinkedIn page needs to be created as it would require too much time and effort to build the followers. However, if with the launch of the hub and the delivery of services, a partner may decide to set up a new LinkedIn page then a specific strategy will be designed together with AISFOR on how to promote the page and build the followers.

The management of the local LinkedIn page will be under the responsibility of the local partner, however the publication of posts related to DISCOVER should be shared and agreed with AISFOR according to the activities of the project. As reported in the European section, a planning table will be used to collect ideas and suggestions by the partners on how they would like to communicate activities ongoing at local level.

AISFOR will then take care of the publication on the European account in English while the partner will be responsible of the publication on the local account in their national language.

Whenever a post, article, or any content is published, it must always tag the official project LinkedIn page @projectDISCOVER, tag the partners, and include the hashtag #DISCOVER in uppercase.

Ideally, each partner must publish one post per month in their native language on their LinkedIn page.

7.2.2 Communication materials

Each partner must have a standard project PowerPoint presentation, a brochure, and a roll-up. This material will be provided by AISFOR within a shared folder containing english materials. A separate folder with standard material, such as templates and an agenda model, will also be included.

Partners must translate this material into their native language by the end of February. A dedicated folder for each partner will be provided to upload the translated material.

By adhering to these guidelines, partners will ensure consistency in communication and promotion of the DISCOVER project across all channels.

7.2.3 AUSTRIA

Objectives: The local-level communication strategy for Austria is designed to engage specific stakeholders in the energy sector, including Community Energy Initiatives launching Community Energy Projects (CEPs), Energy Agencies, associations focused on energy projects and climate change, and financial institutions. The main objectives are to raise awareness, provide valuable content, and stimulate engagement.

Target Audience:

- Community Energy Initiatives launching CEPs: EEG Wagrain, EEG Bindermichl, upcoming projects in Vienna.
- Energy Agencies in Austria: Establish partnerships and knowledge exchanges.

- Associations focused on energy projects and climate change: e.g., Energiewende Linz.
- Banks and financial institutions: Explore opportunities for Green Finance for CEPs.

Communication Channels:

- [LinkedIn page](#) - Pixel Energy Solutions GmbH: Utilize the existing LinkedIn channel to disseminate content, share project updates, and foster engagement.
- Creation of a section dedicated to the DISCOVER project. Include a newsletter sign-up form, providing stakeholders with a direct channel to stay updated on project developments.
- Web Application of the Manual: Host the DISCOVER manual web application on a separate page, potentially with a subdomain to be discussed. Ensure easy access to comprehensive information regarding the project and its outcomes.

7.2.4 ITALY - The Province of Teramo

Objectives: The local-level communication strategy for AGENA in Abruzzo, Italy, aims to engage key stakeholders in the energy sector. The main objectives are to raise awareness, facilitate engagement, and effectively disseminate information about the DISCOVER project.

Target Audience:

- Private Citizens: Channels: Website, physical hubs, social media, newsletters, printed materials, workshops, interviews.
- Building Administrators: Channels: Website, mail, invitation to community initiatives. Contact through ANACI (anaci.teramo@anaci.it).
- Enterprises: Channels: Website, mail, invitation to community initiatives through CNA Teramo (LOS).
- Community Energy Initiatives/Existing CEP Initiators: Channels: Website, physical hubs, social media, newsletters, printed materials.

- Local Authorities/Municipalities: Channels: Direct contact, Website, physical hubs, social media, newsletters, printed materials.
- Regional Authorities: Channels: Website, invitation to community initiatives.

Communication Channels:

- [Facebook](#): Utilize the existing page to disseminate content, share project updates, and foster engagement.
- [Instagram](#): Utilize the existing page to disseminate content, share project updates, and foster engagement.
- [Website](#): Creation of a section dedicated to the DISCOVER project.

7.2.5 FRANCE - Paris Region

Objectives: The local-level communication strategy for APC in Paris, France, aims to engage various stakeholders interested in the DISCOVER project. The main objectives are to raise awareness, encourage engagement, and effectively disseminate relevant information.

Target Audience:

- Private Citizens: Channels: Website, social media, newsletters, events (standard channels).
- Building Administrators: Channels: Standard channels. Strategy definition may involve surveys, webinars, or events.
- Enterprises: Channels: Standard channels. Special attention to large enterprises potentially interested in investing in photovoltaic plants or facilitating local photovoltaic initiatives. Strategy definition may involve events.
- Community Energy Initiatives/Existing CEP Initiators: Channels: Standard channels. Particularly engage with the "Croulebarbe" condominium group in Paris. Outside Paris, conduct interviews.

- Local Authorities/Municipalities (Paris, MGP): Channels: Standard channels. Conduct interviews with key partners.
- Regional Authorities (IDF): Channels: Standard channels. Conduct interviews with key partners.

Communication Channels:

- LinkedIn is the most used, for in-depth articles as well as short news, recruitment announcement, etc.
 - Twitter is the second most used, preferentially for posts during live events.
 - [Facebook](#) is active but the least used of them three.
 - [YouTube](#) is used for long-run videos of APC events.
- [Website](#): Creation of a section dedicated to the DISCOVER project.

7.2.6 BULGARIA Sofia Region

Objectives: The local-level communication strategy for IESDI in Bulgaria focuses on engaging key stakeholders involved in the DISCOVER project. The main objectives are to raise awareness, foster collaboration, and ensure effective dissemination of project-related information.

Target Audience:

- Ministry of Energy
- Energy and Water Regulatory Commission (KEVR)
- AUER - Executive Agency for Sustainable Energy for the Ministry of Energy
- Bulgarian Photovoltaic Association
- EMI Energy Management Institute
- Bulgarian Energy and Mining Industry Forum
- Association of Bulgarian Energy Agencies

Communication Channels:

- [Facebook](#): Utilize the existing page to disseminate content, share project updates, and foster engagement.

- [Website](#): Creation of a section dedicated to the DISCOVER project.

7.2.7 CROATIA, Primorsko-goranska County

Objectives: The local-level communication strategy for BEZ GRANICA in Croatia aims to engage key stakeholders involved in the DISCOVER project. The main objectives are to raise awareness, foster engagement, and effectively disseminate project-related information.

Target Audience:

- Private Citizens: Channels: Website, social media, events, regular meetings in community centers.
- Enterprises: Channels: Collaboration with Regional Development Agencies - REA Kvarner and PRIGODA. Strategy: Events organized in collaboration with regional agencies.
- Community Energy Initiatives/Existing CEP Initiators: Channels: Similar approach for CEP initiators in Primorje-Gorski Kotar County (PGŽ) and outside PGŽ. Collaboration with other regional NGOs for broader dissemination.
- Local Authorities/Municipalities (Rijeka, Delnice, Opatija, Kastav): Channels: Collaboration with municipalities and regional agencies REA Kvarner and PRIGODA.
- Regional Authorities (PGŽ): Channels: Joint initiatives with REA Kvarner and PRIGODA.
- Energy Providers (HEP ODS): Channels: Customized approach with NGO participation at the national level.
- Universities (UNIRI & UNIPU): Channels: Develop further relationships on photovoltaics through interviews.

Communication Channels:

- [Website](#) Creation of a section dedicated to the DISCOVER project.
- [Facebook](#) : Utilize the existing page to disseminate content, share project updates, and foster engagement.

- [LinkedIn](#): Utilize the existing page to disseminate content, share project updates, and foster engagement.

8 Monitoring European and local communication

To track and report communication and dissemination activities, AISFOR will create two forms to collect the activities: a dissemination form and a communication form. The data collected through these forms will be used to report to the Commission on the EC portal.

Partners will be asked to update the monitoring form at least every 6 months and to thoroughly check data prior the interim and the final report.

Finally, further to the 3 managerial reports, the activities foreseen in the present Communication and Dissemination Plan will be reported at the end of the project with D6.3 Report of the Communication and Dissemination Activities.



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