



Sustainable
Construction
in Rural and Fragile Areas
for Energy efficiency

SCORE

Coordinated Communication Plan



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1 Purpose & Methodology

The main goal of this “Coordinated Communication Plan” is to design an elaborate, effective, comprehensive and complete methodology for the successful implementation of a communication strategy for the project. The ultimate purpose of these activities is to foster broad knowledge of the project and its results. In essence to:

- Raise awareness
- Inform
- Engage
- Promote
- Contribute to the capitalization of the project

This Coordinated Communication Plan is structured according to a 5-step methodology:

Step 1: Identification of the target audiences

Step 2: Determination of the information to be provided – the message

Step 3: Identification of the channels

Step 4: Budget

Step 5: Monitoring and Evaluation

Step 1: Identifications of the target audiences

The audience consists of all the potential stakeholders in the project and target beneficiaries to promote dissemination of the project results. The identification process of the audiences defines who they are and what their main interests are. It also answers the question “*Who are we communicating to?*”. Such process consists of reviewing the project and ensuring that all the stakeholder classes are included in the overall list of target audiences.

Subsequent identification of group members will be determined at a local level by the Project partners. It's important to define a database containing “Networks of stakeholder” in order to organize “Local Information Seminars” - Focus Group to target beneficiaries and disseminates the activities and the outputs of the project.

Step 2: Determination of the information to be provided – The message

The two most important ingredients for effective communications are simplicity and consistency. The best way to communicate simply and consistently is to develop key messages. Messages are the essence of what we want to communicate – the key points that we want to get across. They should be identified and customised according to the segmentation previously established at local, regional and EU levels.

Step 3: Identification of the channels

The methods available for information dissemination are reviewed and, in the light of the previous steps, appropriate means of communication activities and tools are determined.

Step 4: Budget

The main constraint for communications actions is the budget, which will determine the whole process. The project proposal has established a balanced budget which allows every local partner to produce their planned information tools & actions.

Step 5: Evaluation

Success or failure of communications actions will be measured through quality indicators allowing the monitoring and evaluation. A evaluation report will form part of the final report.

Each partner should be committed to achieve efficiency and effectiveness in communication by using all the opportunities linked to the project's field of action and also to communicate the project results in their own language.



2 Project overview

2.1 Project Partners

PROJECT PARTNERS			
Partner name	Acronym	Country	Role in partnership
PROVINCE OF SAVONA	01SAV	Italy	Lead Partner
REGION OF SOUTH AEGEAN	02READSA	Greece	Partner
LOCAL ENERGY AGENCY POMURJE	03LEA	Slovenia	Partner
AGENCIA REGIONAL DE ENERGIA DO CENTRO E BAIXO ALENTEJO	04ARECBA	Portugal	Partner
OFFICIAL CHAMBER OF COMMERCE, INDUSTRY AND NAVIGATION OF SEVILLE	05SEV	Spain	Partner
CHAMBER OF COMMERCE AND INDUSTRY - DROME	06CCID	France	Partner
DEVELOPMENT COMPANY OF KEFALONIA & ITHAKI S.A	07DECKI	Greece	Partner
RHONE CHAMBER OF CRAFTS	08CMA	France	Partner (co-responsible for communication)
CYPRUS CHAMBER OF COMMERCE AND INDUSTRY	09CYCCI	Cyprus	Partner
MARSEILLE CHAMBER OF COMMERCE	10CCIMP	France	Partner

2.2 Project aims and steps

The final aim of SCORE - Sustainable CONstruction in Rural and fragile areas for Energy efficiency - is to support the implementation of integrated sustainable energy policies in the construction sector in a wide range of fragile MED areas, by exploiting eco-innovative potential and fostering sustainable construction techniques and energy efficient housing, using the typical elements of traditional MED building combined with innovative, green technologies. By bringing together the different levels of key public authorities responsible for territorial planning, specific energy agencies and chambers representing the business community, guaranteeing the impact of the project both for policy up-stream and practice downstream in the construction sector, the project will develop a transferable policy model incorporating adaptation and mitigation strategies, foster sustainable housing and construction techniques and create innovative tools for energy-efficient building practices that can be replicated throughout the MED and valorise the unique MED identity. This will assist MED regions in achieving their mid-term energy efficiency targets and provide strategic criteria for mainstreaming and capitalisation in nationally and regionally-funded programmes.

The project will encompass three interlocking stages accompanied by a coordinated targeted dissemination strategy:

- In the first stage, case studies of eco-innovations in energy efficient building practices enhancing MED identity will be the basis for peer-learning. At territorial level, a network of relevant stakeholders will form a virtual transnational community facilitated by the SCORE partners to identify further cooperation strategies. All partners will participate in benchlearning study visits and workshops also attended by the key territorial decision makers and players. To foster replication, a joint audit and evaluation model to assess the sustainability and transferability of energy efficiency practices in the MED will be developed. This will be a key tool for future policy making and mainstreaming.
- In the second stage, the partners will develop standards to foster energy-efficient construction. An eco-construction tool will be jointly designed to take into account specific MED environmental, economic, social and aesthetic criteria and provide the basis for policy guidelines for integrated energy efficient territorial planning. At partner level, bio-construction Action Plans will identify the criteria for pilot projects to be financed through mainstream funding focusing on the sustainability of traditional & typical MED building techniques. The partners will also develop a transferable model for MED bio-housing quality standards.
- The final stage will develop an integrated stakeholder-driven governance model through key stakeholder focus groups to establish guidelines for joined-up planning. Each partner will carry out

local awareness raising actions and identify potential financial incentives to ensure long-term sustainability.

3 Strategy

The strategy seeks to use the most efficient means to disseminate information. This communication strategy has established a bottom-up approach that seeks to gather local data to disseminate it at all targeted levels. Local partners are requested to design “Local Communication Plans”, where local communication strategies should be explained in detail. The SCORE Local Communication Plan Template has been approved by the Steering Committee. This document will identify the local target and final beneficiaries (key stakeholders, decision-makers, economic and professional organisations, cluster and business development agencies, TTIs, regional and national economic planning committees) to be targeted through upcoming actions and monitor contacts and information provision.

Please note: Partners must carry out communication activities and report them regularly to the responsible partner.

3.1 Strategy at European level

The European communications strategy is mainly based on strengthening dissemination through the internet and taking advantage of the Partners’ EU-level contacts to amplify dissemination.

Web-based communication has been selected as the main dissemination instrument. An interactive website has been developed, where all project reports and deliverables will be made accessible. In addition the website will run for the duration of the project and a year after its ending as a project management tool. Through the Internet, messages shall be delivered to targeted audiences in an accurate and punctual fashion. Several project and suggested activities - listed under section 8. Communication activities - will be used to guarantee an up-to-date dissemination of the project.

4 Objectives and goals

The objective of these activities is to disseminate the project on a European, regional and local level in order to make this initiative known. The dissemination of the results will focus on the key target groups described under section 5. Target Audiences.

Standard dissemination channels will be set up at every project levels (website, thematic conference events, print information material, etc.). The main objective of this component is to increase the project impact and to ensure its widest exploitation, through several activities.

Project goals can be listed as follows:

- To communicate the reasons for and background to the project, including its likely impact and implications
- To communicate the current project status and forward planning
- To provide practical and technical guidance to promote participation in a successful implementation
- To promote dialogue at all stakeholder levels on issues related to the project to help ensure involvement and support for it
- To make available the information that stakeholders need to understand the project and to contribute to it so as to derive the benefits originally foreseen by its implementation

5 Target audiences

Communication and dissemination activities will focus on the key target groups and on different levels. European, national and regional policy makers will be addressed, including municipalities, energy stakeholders, business interests, etc.

Tables attached below provide a list of key international/European organisations and national bodies with a strong international profile. In addition it is envisaged that the project partners would disseminate findings to their national contacts that would then carry on with local information (also in national languages).

Communication officials, supported by technical teams, will identify precise entities to be addressed, according to the following classification:



Target group 1: INTERNAL
Authorities of regional partners
Project partners

Target group 2: REGIONAL STAKEHOLDERS and FOCUS GROUPS
Regional institutions
Regional media
Regional Energy associations
Civil society
Universities & Scientific community
Energy stakeholders (eg working groups at local level)
Bioconstruction/green building sectors and industries
etc...

Target group 3: INTERNATIONAL/EUROPEAN SCOPE
European Institutions
Other European regions
Associative bodies
International media
International Energy associations
NGOs
Energy stakeholders (eg working groups at EU level)
etc...

The overall objective is to create a comprehensive “Database of stakeholders” for distributing information related to the project implementation and results, while identifying key actors of the regions involved. The “Networks of Stakeholder” will allow Partners to organize “Local Information Seminars” - Focus Group in order to target beneficiaries and to disseminate the activities and the outputs of the project.

The project partners should include local audiences in their Local Communications Plan.

6 Key messages

Typically, besides the dissemination of the project and its results, every MED project should communicate these core messages:

- MED is an EU-funded programme that helps Europe's regions form partnerships to work together on common projects
- MED projects enable regions to share knowledge and experience and to help them develop new solutions to economic, social and environmental challenges
- MED projects are designed to reduce the gap between European regions.

The Project Leader will establish main messages to be delivered through Communication tools & actions.

7 Communication tools

The dissemination and communication activities will be supported by the communication tools described below.

7.1 Corporate Image

All project documents must include the Project Logo as well as the MED programme logo and other visibility requirements.

7.2 Website

SCORE website www.scoremed.eu will be updated regularly to provide public information on the project. The website is in English and include information such as: the description of the project, its goals, the research results, the outputs of the projects, a calendar of events and meetings, all the dissemination material and related news, etc..

Please note: all documents available on this website are published under the exclusive responsibility of the author of the document itself. With regard to, the content is the responsibility of the individual partners and the Province of Savona accepts no responsibility or liability whatsoever with regard to project documents published by each partner and their contents.

We've organized a partnership ftp platform, a restricted area that enables partners to have access to internal documents. The ftp area offers access to information on the workflow of every document which can be uploaded for review and then approved and published or refused.

7.3 Databases

Each partner will draw up a stakeholder contact database which will be used for sending newsletters, press releases, invitations to "Local Information Seminars" - Focus Group, etc and for achieving a quicker dissemination.

7.4 Power Point & Word Templates

A Power Point and a one-page Word templates for all the presentations to be used by the partners have been prepared as basis.

7.5 Leaflet

A three-page leaflet in English (A4, colour, folded and printed both sides), providing general information to reach the overall public has been realized and it's also available on the website. Each partner will produce a project leaflet in local language to communicate the project goals to local stakeholders and target beneficiaries and will upload their local version onto the website (www.scoremed.eu/press_kit.php?f=3).

7.6 Newsletter

A yearly four-page digital newsletter in English will be laid out, providing information on the project, its progress and results and case history, sustainable experiences, events, etc.. The content will be provided by the partners and its aim is to disseminate the project activities among relevant advisory communities. It will be available online on the project website and distributed through partners' databases. Partners will be invited to provide contributions and inputs to the communication manager. Each partner will translate their local newsletter using the template uploaded onto the ftp area.

7.7 Posters

In order to promote public events, such as conferences and exhibitions, posters in English will be designed and printed.



7.8 Folders

Folders, containing information and handouts, will be distributed throughout the project, especially during the “Local Information Seminars” - Focus Group, “Press Conference”, the “Final Event”, conferences, seminars and other relevant events. The folder template has been designed according to the corporate image of the project.

7.9 Roll-ups

Roll-ups will be used to exhibit during the “Local Information Seminars” - Focus Group, “Press Conference”, the “Final Event”, conferences, seminars and other relevant events. The roll-ups template has been designed according to the corporate image of the project.

7.10 Merchandising materials

T-shirts, pens, writing pads, shoppers, etc., should also be produced and distributed in project events, depending on needs.

7.11 Promotional DVD

A promotional DVD in English will be produced at the end of the project and will be distributed to the interested stakeholders and uploaded on the official project website and related partners’ sites. The partners will contribute depending on the storyboard designed and to the translation into their official language.

7.12 Final brochure

The project will produce a final brochure highlighting its methodology, describing the implementation process in every participating region and the partners’ conclusions and achievements. The final brochure will also be available online to be disseminated among the interested stakeholders.

All the templates of communication tools are available and downloadable onto the ftp area.

8 Communication activities

8.1 Project communication activities

In order to promote the results of the project, it's necessary to coordinate dissemination activities at local and European level.

At local level, each partners will hold "Local Information Seminars" - Focus Group. The overall objective is the collection, in qualitative assessments, of opinions and analysis in order to receive feedbacks for the development and further reflections on SCORE project. The collection of qualified points of view allows to collect proposals, strengths and problems to report on a topic still in progress, such as that of sustainability and green building in particular, through an active comparison at local and project level.

Each partner will select local stakeholders and key players in relation to their interest and involvement in the project and, thanks to the qualitative focus group methodology, will share with them the various phases of project development during the "Local Information Seminars" - Focus Group.

Stakeholders will be invited by letter or email with a brief description of the project and purpose of the "Local Information Seminar" - Focus Group and they will receive SCORE materials.

In particular, Focus Group Reports will contain:

- The theme of discussion of the of "Local Information Seminar"
- The name of participants
- The contributions of the participants and their point of view
- Conclusion of the discussion

A short English version of the Focus Group Reports will be uploaded onto the website, section "Newsletter & Report" (www.scoremed.eu/newsletter.php). The complete and local version will be sent to the stakeholders involved in the discussion and invited to the "Local Information Seminars" - Focus Group and also to the "Networks of the Stakeholder" in order to disseminate the activities of the project.

At European Level, each partners will identify appropriate external platforms for dissemination and promote outputs and results, preparing "Presentations to Associative bodies" such as ArcoLatino, ASCAME, Eurochambres, Union of Prefecture Authorities of Greece, etc on project results and sending emails concerning SCORE events.

Lastly, partners will update the sections "Press" and "Events" in SCORE website, uploading own press

previews and releases and reports of “Local Information Seminars” (Focus Group Reports).

8.1 Guidelines for other communication activities

The SCORE communication is mainly a web-based communication and then the project needs to build a European and local level database of websites and/or other web-based instruments where to disseminate our communication.

See the following inputs for a web-based communication of the project:

- Banner Campaign: to get the project recognized over the internet, in specialized websites;
- Web-TV videos: to promote the project through WebTV dedicated to issues related to sustainability;
- Newsletter Campaign: to promote the project sending articles, focuses, etc to specialized online magazine or websites hosting newsletter service;
- Advertorials & Editorials in specialized online magazine.

The project can be also promoted through the traditional media:

- Creation of ADV pages and editorials for specialized/local magazines.

9 Media Communication

The Lead Partner, supported by Rhone Chamber, will be charge of providing overall a press pack for European media, while each partner will be in charge of its own regional and local media. Local partners will also distribute press releases regarding specific local results. The English version of press releases will be published on the project website and distribute at a European level.



10 Evaluation

OUTPUT INDICATORS (AS DEFINED IN APPLICATION FORM)		
Indicator	Target Number	Achieved Number
Integrated Communication Plan	1	
Partner Communication Plans	10	
Press conferences and press packs	22	
Project leaflets	10000	
Website information and newsletters	33 (newsletters)	
Partner level information seminars	20	
Local capitalisation plans	10	
High level Dissemination Event	1	
Project website	1	
Presentations to Associative bodies	6	

IMPACT INDICATORS	
Indicator (indicative)	Number
n. journalists at info/press events	
n. radio/tv interviews	
n. of news articles	



11 Table of Communication Deliverables

	Deliverable	Type	Value	Description
1	Coordinated Communication Plan	Other	1	The coordinated Communication Plan defines the communication strategy and comprises the overall definition and monitoring of project & local communication activities. It includes guidelines for publicity. It will include examples of all products.
2	Local Communication Plans	Other	1	Each partner will develop a local communication plan based on a standard template, accompanied by examples of all communication materials. The plan will monitor production and impact of local communication.
3	Press conferences and press packs	Other	22	Partners will organise local press conferences to launch the project, inform local stakeholders and promote project activities and outputs. Partners will produce press packs and press releases in local languages.
4	Project Leaflet	Information document (brochure, leaflet)	10000	Each partner will produce a project leaflet in local language to communicate the project goals to local stakeholders and target beneficiaries.
5	Project website	Website	1	The Project website will disseminate information on the products, provide access to downloadable deliverables, host the virtual community of Local Focus Groups and allow for reserved partner communication. There will be links to Partner sites.
6	Newsletters	Information document (brochure, leaflet)	33	A project newsletter will be designed and partners will develop their own newsletters using the coordinated image.
7	Local Information seminars	Other	20	Partners will hold local level information seminars to target beneficiaries and local stakeholders to communicate the activities and results of the project.
8	Local Capitalisation Plans	Other	10	Each partner will develop a Capitalisation Plan to disseminate the project outputs at regional level to political leaders, stakeholders and decision makers, identify mainstreaming opportunities and extend project impact at territorial level.
9	High-Level Dissemination Event	Other	1	A high level EU Dissemination Conference, with the presence of all project partners, will be organised to present the project results and outputs to key stakeholders in the Med area to maximise the programme wide impact of the project.



10	Presentations to Associative bodies	Other	6	The partners will prepare presentations or information on project results for Associative bodies such as ArcoLatino, ASCAME, Eurochamber, Union of Prefecture Authorities of Greece.
11	Networks of Stakeholders	Other	10	Each Partner will identify a Network of Key Stakeholders as a Local Focus Group. The LFGs will form part of a inter-partner virtual community