



Empowering local renewable energy communities for the decarbonisation of the energy systems

D7.1 – Communication strategy

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Executive Summary

The present deliverable D7.1 constitutes the Communication strategy of the LocalRES project, where the approach that will be adopted to ensure an effective communication of the objectives and results of the project is described. A multi-dimensional strategy is proposed to maximize the awareness-raising of outcomes and impact of the project results. As part of this strategy, the main objectives are identified, as well as the target audience considering the most relevant stakeholders associated to the project. The main communication channels are also described, including the project website, newsletters, social media, or brochures. An initial set of key messages to be communicated is specified, which will be continuously revised and adapted along the progress of the project. Other relevant elements for the communication included in other deliverables (dissemination strategy, visual identity, and graphic guidelines) are briefly described in this document to provide an integrated approach of the communication of the project. Finally, the Key Performance Indicators (KPIs) associated to the communication activities are specified for each of the main channels and actions.

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List of acronyms and abbreviations

CE4EUI	Clean Energy for European Union Island
CSO	Civil Society Organisations
ENC	Energy Cities
ESCOs	Energy Service Companies
EU	European Union
EUSEW	European Union Sustainable Energy Week
H&C	Heating and Cooling
KPI	Key Performance Indicators
MEVPP	Multi-Energy Virtual Power Plant
REC	Renewable Energy Community
RES	Renewable Energy Sources
R&D	Research & Development
TRL	Technology Readiness Level
WP	Work Package

1/ Introduction

This document outlines the communication strategy for the project LocalRES - *Empowering local renewable energy communities for the decarbonisation of the energy systems* (from now on LocalRES). It describes the approach that will be adopted to effectively communicate the progress and objectives fulfilment of the project, and to ensure awareness-raising of the expected outcomes both at local, national and European levels.

With the aim of maximizing the impact of the project results, a multi-dimensional communication strategy has been designed to promote the project and to demonstrate the significant potential of the operation of integrated energy systems - combined with the participation of citizens in the design of renewable energy communities (RECs) - to increase the penetration of renewable energy sources (RES) within local energy systems. Since the LocalRES project focuses on the promotion of local energy communities as main actors for the decarbonisation of the European energy system, more focus has been placed on knowledge sharing to inform the general public about their energy potential, as well as in policy promotion.

Further to the proposed communication at project level, the participating demo sites will have the freedom to carry out a communication plan that is coherent with their local context and their needs, adapting (and translating) the communication material, main messages and keywords to their specific target and objectives, maintaining an overall coherence, and following the main guidelines of the present document.

Throughout the duration of the project, the overall communication strategy will be gradually adjusted to optimally convey the project main messages.

2/ About the LocalRES Project

LocalRES "*Empowering local renewable energy communities for the decarbonisation of the energy systems*" is a European funded project under the HORIZON 2020 Programme. Its main objective is to **engage citizens and communities to participate in the energy transition**. The focus is on the Renewable Energy Communities (RECs) as main actors for leading the structural change towards the decarbonisation of the local energy systems through the involvement and awareness-raising of citizens and communities.

LocalRES will develop a **planning tool** oriented to enable citizens' participation in the decision-making processes associated to REC planning, and will allow the maximization of the replicability and scalability potential of the decentralized solutions developed in the project. LocalRES will also develop and demonstrate at Technology Readiness Level 8 (TRL8) a Multi-Energy Virtual Power Plant (MEVPP) approach to allow the REC optimizing different energy vectors and energy and flexibility

services in real time, according to their community preferences. The MEVPP will aim at maximizing the contribution of RES, and will enhance the energy system flexibility and supply security.

The project will deploy **innovative local energy systems** driven by RECs for a socially fair energy transformation that puts renewable energy into the hands of communities. The LocalRES solutions promote a **secure, sustainable, competitive and affordable energy supply for everyone.**

2.1 The project consortium

The LocalRES project consortium is composed by 21 partners (4 public bodies, 2 large enterprises, 5 Small and Medium Enterprises (SMEs), 6 RTO, 1 University, 2 Cooperatives and 1 Association) across eight different countries (Spain, France, Italy, Austria, Finland, Ireland, Belgium and Germany), which constitute a well-balanced consortium representing key stakeholders within the value chain of smart grids. Each partner contributes with specific valuable knowledge to meet LocalRES objectives, according to their role in the project. The consortium is composed by the following partners:

- Fundación CARTIF (Spain) - Project coordinator
- Austrian Institute of Technology (Austria)
- ARTELYS (France)
- Centrica Business Solutions Belgium N.V. (Belgium)
- FLEXENS OY AB (Finland)
- RINA Consulting S.p.A. (Italy)
- DOWEL Innovation (France)
- ENERGY CITIES (France)
- Accademia Europea di Bolzano – EURAC (Italy)
- Cork Institute of Technology (Ireland)
- Technical Research Centre of Finland (Finland)
- Kökar Kommun (Finland)
- R2M Solution S.r.l. (Italy)
- Comune di Berchidda (Italy)
- E.Z.E. Barrizar Koop (Spain)
- Ispasterko Udala (Spain)
- Fundación TECNALIA Research and Innovation (Spain)
- Sistemes Avançats d'Energia Solar Termica Sccl (Spain)
- Universität Passau (Germany)
- LAB10 Collective eG (Austria)
- Ollersdorf Municipality (Austria)

3/ Communication

The LocalRES project will communicate the project results to a wide audience **to foster the engagement of new citizens and energy communities** in the learning process and to promote the generation of related projects across the European Union (EU). To maximize the impact of the project, this Communication Strategy has been established for connecting the research and innovation activities carried out within LocalRES to the public and professional audiences. A well-structured communication during the project's lifetime will be very important to achieve LocalRES' aims while encouraging sharing, networking and partners and stakeholders' active participation.

All **partners will play an active role** in the communication process, including the activation of their own network allies. Each partner is responsible for providing necessary information to the Communication Work Package (WP) leader about activities they will implement/have implemented. Such information is key to feed the website, e-newsletter, social media, etc. Additionally, they should involve their communication officers to disseminate the produced knowledge, results and processes of the LocalRES project to the target groups at the local level. Each partner is responsible to make sure GDPR rules are ensured whenever they organise a local event or communicate about LocalRES as foreseen in a tailored clause included as section 10.8 of the Consortium Agreement.

3.1. Main objective of the communication strategy

Communication activities will be aimed at **promoting the project to various audiences**, including the media and the general public, among others, and at raising awareness on the addressed topics and findings. Specifically, the communication activities will be aimed at raising awareness around the project, showcasing results to ensure transfer of knowledge and encourage replication, sharing best practices with local, national and EU policy levels, boosting citizens' participation in the energy transition.

The communication strategy pursues the following specific objectives:

- To maximize the project impact both during the project and after its completion..
- To promote LocalRES to multiple audiences at the national and EU levels.
- To foster the engagement of new citizens and energy communities in the learning process.
- To create synergies with key stakeholders at the local and EU level,
- To ensure exchange and learning across countries.
- To widespread the research and innovation activities carried out within LocalRES to the public.

3.2. Target Audience

As previously said, LocalRES will communicate the project results to a **wide audience to promote the engagement of new energy communities and citizens** in the learning process, and to potentially deliver new projects.

A list of our main target audiences is provided below, together with some messages that we believe would appeal to each audience the most. New messages will be created during the project life, as soon as the tools will be developed and activities will be planned. These are the main target groups of the LocalRES Project:

Table 1: List of groups of stakeholders

Target group	Stakeholders	Aim
Social / Civil community	Citizens, municipalities, Cooperatives, Energy Communities, NGOs, housing associations, Condominiums	To demonstrate how the creation and participation in RECs can benefit them in terms of energy price, supply quality and security, besides providing additional social benefits.
Industrial & Technological	ESCOs, technology providers, manufacturers network and system operators (DSO, TSO)	To increase the number of communities interested in replicating LocalRES solutions. To promote the results found in the project's demo sites and provide new knowledge on subjects such as: power electronics, biomass and electricity-driven Heating and Cooling (H&C) systems, electrical and thermal storage, advanced-control systems or EV chargers.
Regulatory	Regulatory agencies, policy makers	To disseminate recommendations developed by the LocalRES project on how to design regulation and remove market design barriers for the best possible implementation and use of VPPs.
Scientific	Research institutions, academia	To disseminate the generated knowledge and feed into related Research and Development (R&D) activities across Europe.
Business & financial	Financial institutions	To communicate the system benefits that the tested technology in demo sites (a MEVPP) can provide in terms of increasing RES penetration and system flexibility. To justify the investments through promotion of the benefits and innovative potential of LocalRES.
Communication & Dissemination	Online newspapers and journals, local, national and international press, EU funded projects	To communicate the innovative potential of LocalRES to the largest possible audience and beyond the project community.

3.3. Main communication channels

LocalRES has identified a list of different types of communication channels that will be the main means to widespread the project generated knowledge to the identified target groups and will contribute to reach the project audience.

3.3.1. Project website

A project website will be developed to reach potential replicators and anyone else interested in the project and topic. The website will be designed in collaboration with a web agency under the coordination of ENC and it will be user-friendly, engaging and brand consistent, meeting the latest technical standards.

All partners are invited to contribute with specific inputs for the website pages, related to their delivered outputs, achieved results and activities.

In addition, each consortium member will promote LocalRES on its own corporate website. Moreover, the project's website will link to the web presence of each demo site.

Table 2: Project Website

Target Audience	Timeframe	Task leader	Contributors
All target groups	Month 6	ENC	All partners

The website building process will follow four main stages:

- 1) **Planning/Concept:** Definition of: i) the website content; ii) the importance of all the elements; iii) the final purpose; iv) the final effect - mockup of the wireframe website and content map.
- 2) **Graphic design:** Design of: i) the home page of the website and subpages; ii) library of graphic; iii) navigation elements; iv) layout; v) mobile versions.
- 3) **Programming/Development:** Development of: i) front-end; ii) back-end; iii) Responsive Web Design (RWD); iv) HTML, CSS, PHP, JS, MySQL.
- 4) **Content/Testing:** i) cms training/client introduction; ii) moving the content; iii) testing iv) publishing on final domain.

3.3.2. Newsletter

A quarterly newsletter will be submitted every three months to a specific mailing list that will be constantly updated with the support of all the partners. The newsletter design and content creation will be coordinated by ENC and will be realized through *Sarbacane*.

The newsletter structure will be simple and with an attractive design containing four main sections:

- 1) **Coming soon:** This section will list the upcoming project activities and events.

- 2) **Project news:** This section will include the main news regarding the project activities that have been carried out and its main achievements.
- 3) **A talk with the partners:** This section will contain an interview to one or more project partners.
- 4) **Be inspired:** This section will give space to interesting articles, documents, activities realized from external stakeholders.

The partners will contribute to generate a European-wide distribution list with the most relevant contacts from the target groups and European and national stakeholders (including stakeholders from non-participating project countries) for sending regular newsletters with the project outputs and related news on European energy innovation. The details about the consented interaction with the stakeholders will be provided in the WP about Ethics, being described in the deliverables about Humans and Protection of Personal Data.

Table 3: Newsletter

Target Audience	Timeframe	Task leader	Contributors
All target groups	Quarterly for the whole project duration starting from Month 8	ENC	All partners

3.3.3. Social media

Social media are today one of the most used and useful tools for communication. Energy Cities' social media accounts on [Twitter](#) (10,576 followers), [Facebook](#) (3,958 followers) and [LinkedIn](#) (3,918 followers)¹ will be used to share information about the project on a regular basis. Given the number of ENC followers on social media that LocalRES wishes to exploit and the time needed to be visible and build a community that matches the project's targets and objectives, the project consortium has agreed that it would be more relevant and effective to use ENC social media channels within the communication and dissemination strategies to spread the project mission, objectives, outputs and main results.

The constant use of social media will contribute to develop the visibility of the project by sharing the latest news, demonstrate how the project works to convince decision-makers to participate in the project or at least take an interest.

The posts will be as engaging as possible, with images and infographics created for this sole purpose. ENC will ask the project partners to help amplify the messages and create engagement. ENC will create links with other relevant organisations in the field of renewable energy, energy communities, citizen engagement, etc., such as the Covenant of Mayors (ENC is coordinating the

¹ Figures for Energy Cities' social media accounts as for October 2021.

European Office and in particular the communication activities), REN21, Rescoop, Friends of the Earth, EurObservER, other EU-funded projects such as mPOWER, TOMORROW, and many more. Based on strong experience in social network management, ENC will provide the project partners with guidelines and useful tips for making the best possible use of social media.

Every post will contain essential information about the project activities, project outcome, publications and so on and it will include the following compulsory hashtags and tags:

- #LocalRES
- #H2020
- @EU_H2020
- @cinea_eu
- @CARTIF

Additionally, the partners directly involved in the promoted activity will be tagged.

Table 4. Social Media

Target Audience	Timeframe	Task leader	Contributors
All target groups	For the whole project duration	ENC	All partners

3.3.4. Pictures

All partners are invited to take pictures during the project activities in order to ensure a more effective communication. All pictures will be gathered in a shared folder, and due care will be taken about GDPR rules in all cases (as indicated in section 10.8 of the CA). Such pictures will be used for the partners' communication activities, for the project promotion and for project presentations. Pictures should specify copyrights if necessary, otherwise they will be credited to the project. A specific gallery containing the most meaningful project pictures will be created within the project website.

3.3.5. Brochures, posters

Models of brochures, leaflets and flyers will be developed and distributed to partners' organizations in order to be further distributed through their networks and channels, and on public events (i.e. workshops, fairs). They will aim to:

- Promote the project's aims, partners and actions to the community of relevant stakeholders.
- Inform the large non-specialist community on the key energy topics: the energy supply chain, energy systems (to reassure communities that they can do something about it); and also, about the keywords we have defined (see chapter 4).

- Promote the long-term memorization of information about the project and the key concepts related to the energy and civic transition for the LocalRES' targets.

As this type of communication material is usually retained by the targets if the subject matter is of interest to them, it is useful to customise and propose a template for each target so that the information contained in it can be tailored to the needs and interests of each target.

Furthermore, posters promoting the project will be developed, aimed at being displayed in public buildings identified as relevant by the project partners. The objective is to raise awareness on the work carried out in the project, and to reach out to citizens, as they can all be actors of a renewable, democratic energy system. The posters will be translated in the projects' languages as they will be used for local promotion. ENC will ask project partners for their feedback on the posters design and contents to make sure they fit the local contexts and will efficiently serve their purpose.

Table 5. Brochures and posters

Target Audience	Timeframe	Task leader	Contributors
<ul style="list-style-type: none"> • Citizens, municipalities, local actors • External academia and research institutes • Existing RECs 	M12	ENC	All partners

3.3.6. Press releases

The press releases (English and languages of the national partners) will inform about the innovative concepts developed within the project and support the interest on the large-scale deployment. Press releases will develop the scope of the project's actions and aims. It may also give credits to the project to a wide audience. To reach all our targets, special press (i.e. specialist, scientific, university, European, local general information) can be targeted.

Press releases and the press work with prepared articles will be targeted at special interest magazines. A preliminary list of international medias has been proposed:

- European Energy Blog
- Sun & Wind Energy
- Smart Grid Today
- Energy in Demand
- Modern Power Systems
- Renewable Energy
- Solar Energy, Energy Policy
- Economics of Energy and Environmental Policy
- Be ENERGY

- European Energy
- Utility Products
- PV TECH
- New Energy
- Energetyka Wodna
- The Renewable Energy Law and Policy Review

Additional national and scientific media will be selected by the corresponding project partners.

Table 6. Press release

Target Audience	Timeframe	Task leader	Contributors
National and International media	For the whole project duration	ENC	All partners

3.3.7. External events

Participation in external events and activities (conferences or round tables) will give the LocalRES project and its actors wider visibility, conveying its key messages and its objectives (developing the European RCE network). The participation of LocalRES stakeholders in external events is useful to create new connections between specific targets and the project and to keep decision-makers aware while feeding the contact list with new contact details and names collected at the event. Finally, events are relevant for developing relations with new media and improving the project media database.

An initial list of events to potentially attend is provided below; there will be a continuous effort to identify additional relevant events. The consortium aims to present the project in the next years' editions:

- Smart Energy Systems Conference
- Solar Integration Workshop
- Renewable Energy World Europe
- European Utility Week
- InnoGrid2020+
- IAEE Conferences
- European Citizen Energy Conference
- GEODE Spring /Autumn Seminar
- CEDEC Annual Congress
- BEUC Annual Conference

- IFIEC Congress
- Relevant CEER Events
- International Conference on the European Energy Market

Further events will be added in course of the project implementation.

Table 7. External events

Target Audience	Timeframe	Task leader	Contributors
All target groups	For the whole project duration	ENC	All partners

In the following table, a list of the main communication channels with the specification of the addressed target groups is provided.

Table 8. LocalRES Communication channels and target groups

Channel	Frequency	Target Groups	Contents
Project Website	2 news per month	Social / Civil Community	<ul style="list-style-type: none"> • Information to engage citizens and raise their interests about the project key focus: <ul style="list-style-type: none"> - Decarbonization - Participation/Engagement - Planning tool - Energy transition - Citizens and communities - Renewable energy communities - Resilience - Climate neutrality - Sustainability • Information about the demo sites. • Information about the main project activities.
		Regulatory	<ul style="list-style-type: none"> • Information about the main project's outcomes, aims and actions. • Focus on key topics: <ul style="list-style-type: none"> - Community engagement in the decision-making process - Renewable Energy Communities as an active part of the energy system across Europe - Energy transition - Climate neutrality

		Scientific	<ul style="list-style-type: none"> Information about the main project's outcomes, aims and methodologies.
		Communication & Dissemination	<ul style="list-style-type: none"> Information about the main project activities and upcoming events.
		Industrial & Technological	<ul style="list-style-type: none"> Share project's outcomes, develop visibility of the project's aims and actions and advices. <ul style="list-style-type: none"> - What is the technology developed? - What are its benefits, its outcomes and regulation (law), advices and good practices, etc.?
Newsletter	Quarterly	All groups of stakeholders	<ul style="list-style-type: none"> Upcoming activities and events (webinars, study tours, workshops, etc.). Latest news about the project. Interesting technical and specific content related to the project focus. Knowledge transfer about the good practices generated by the project. Information about key stakeholders' activities and interesting generated contents.
Social media (LinkedIn, Twitter, Facebook)	Every two weeks on Energy Cities Twitter and LinkedIn account; Regularly repost by partners on their accounts.	All groups of stakeholders	<ul style="list-style-type: none"> Upcoming activities and events (webinars, study tours, workshops, etc.). Website promotion. Latest news about the project. Interesting technical and specific content related to the project focus. Knowledge transfer about the good practices generated by the project. Information about key stakeholders' activities and interesting generated contents. Learning opportunities. Last reports and publications published on the website. Blog posts and related contents about energy transition and other key-concepts (to stay active on the platforms) with mention of decision-makers in partners' network/contacts list. Press releases reposting, to maintain a good contact with journalists. Understandable and accessible content to everyone.

<p>Brochures and posters</p>	<p>1,000 distributed brochures</p>	<ul style="list-style-type: none"> • Social / Civil Community • Scientific • Communication & Dissemination 	<ul style="list-style-type: none"> • Promotion of the LocalRES project. • Knowledge transfer applying a “reader-friendly” approach. • Conveying understandable and immediate content to a wide audience. • Conveying information about the project and the key concepts related to the energy and civic transition. • Awareness raising on the concept of RES.
<p>Press releases</p>	<p>Press releases at least every four months to keep a good visibility.</p>	<p>Communication & Dissemination</p>	<ul style="list-style-type: none"> • Presentation of LocalRES mission, objectives and main actions. • Promotion of the project events and key activities. • Key stakeholders’ engagement both at the local and international level. • Creation of an open communication channel with media and key national and international stakeholders.
<p>External events</p>	<p>At least 15</p>	<p>All groups of stakeholders</p>	<ul style="list-style-type: none"> • Awareness raising about RECs and local energy transition. • Presentation of LocalRES mission, objectives, partners, demo sites, methodology and main actions. • Promotion of the project events and key activities. • Networking and development of the project's contact list. • Advocacy and incidence in EU and national public policies. • Boost of knowledge transfer and project replicability.

4/ Key communication messages

In collaboration with the whole project consortium, a set of key messages to be conveyed to the main project target groups has been developed. New messages will be created during the project life, as soon as the tools will be developed, and activities will be planned:

Here is a list of the **main messages** LocalRES communication strategy will share and broadcast:

- Renewable Energy Communities as main actors for leading the structural change towards the decarbonization of the local energy systems.
- Energy market transition to one in which communities and individuals produce their own renewable energy.
- Renewable Energy Communities as an active part of the energy system across Europe
- A socially and economically fair transformation of the energy system means putting renewable energy into the hands of communities and individuals.
- Secure, sustainable, competitive, and affordable energy supply for everyone.

The key messages will cover some key topics and use as much as possible the **keywords** detailed in the list below:

- Renewable Energy Communities
- Citizens and communities
- Participation
- Engagement
- Sustainability
- Planning tool
- Energy transition
- Decarbonization
- Climate neutrality

5/ Dissemination

As foreseen by article 29 of the Grant Agreement, with the purpose of sharing and amplifying the results of the project, a dissemination strategy will be developed by the end of the first year of the project implementation. The strategy will be developed under ENC coordination, and it will aim at maximizing the impact of the project results to a specific target group composed by multi-sectoral stakeholders who can contribute to maximize the project impact and results, to the advancement of the state of the art, and to make scientific results a common good². The target group for dissemination activities is mainly composed by:

- System actors: renewable generators, grid operators, aggregators, and further providers of ancillary services.
- ESCOs, European Industry, and technology providers.
- Decision-makers at both European and national level.
- Academia and research institutes.
- Civil Society Organisations.

The dissemination activities will be carried out through different means and channels such as:

- Project technical e-publications;
- Network amplification;
- Scientific/ technical publications and oral/poster presentations at conferences, symposia, seminars, workshops, etc.

More details about the LocalRES dissemination strategy will be available in the Project Deliverable D7.6, foreseen for month 12.

6/ Visual identity & Communication Guidelines

In cooperation with a graphic designer, ENC developed a set of graphic elements (task 7.1) to build a visual identity for the project. A common public image for the project allows an easier identification by the public and ensures visibility and recognition. The visual identity (D7.2) includes a logo and graphic elements, templates for publications and presentations and social media cards. Specific graphic guidelines (D7.3) have been developed to ensure consistency across all the project products/deliverables, following the European Commission's recommendations. The main objective of the guidelines is to provide explanations on how to use the different graphic elements (e.g. LocalRES logo and templates) that make up the visual identity of LocalRES and to effectively

² See: https://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide_diss-expl_en.pdf

communicate about the project. All partners commit to follow these guidelines in the scope of the LocalRES project.

6.1. The name of the Project

The project should be called LocalRES (with the last three capital letters and no spaces) in all documents and in formal and informal communication. When considered necessary, it can be accompanied by the full Project title: *"Empowering local renewable energy communities for the decarbonisation of the energy systems"*.

6.2. The logo

The LocalRES logo constitutes the main graphic element that helps the project being recognized and distinguished. Thus, the logo integrates both explicitly and implicitly:

- The name of the project;
- The main core aspects of the project (e.g. central role of citizens, renewable energy, European context);
- The corporate colours of LocalRES.

A proper use of the logo is essential to ensure an efficient communication at internal and external levels. The LocalRES logo is available in EPS, JPG, PNG and AI format, both in colour and in black and white versions. Partners will constantly follow the graphic guidelines for a correct use of the Project logo.

6.3. Corporate colours

The LocalRES project has a defined set of corporate colours made up of the colours of the logo and some complementary colours that match the latter. These colours, together with the selected typography and the logo, play an essential role in the visual identity of the project. To ensure the correct use of the corporate colours, the CMYK, RGB and HEX codes are provided within the graphic guidelines (p. 9).

6.4. Corporate typography

Open Sans is the font selected for the graphic framework of the LocalRES project. It is clear, very easy to read, and is available in many versions (light, bold, semi-bold, italic) and combinations, which ensures harmony and reinforces the effectiveness of the communication actions. The font is open source and can be freely downloaded, installed and used from Google [here](#). As indicated in the project guidelines, the recommended size of the font for the body texts is 10 pt. for text documents (e.g. deliverables), and 18 pt. for slides.

6.5. Templates

A set of templates has been created to be used both online and during events in presence; it includes:

- **A set of slides** to be used for any LocalRES presentation, should they be internal or external. The whole set of slides (cover slide and inside pages with models for graphs, tables, illustrations) is available to all the project partners and will be made available on the project website.
- **A set of social media visuals** to share updates about LocalRES on social media, following the guidelines contained in the graphic guidelines and in the present document.
- **A set of Word templates** to be used by the project partners throughout the whole project duration: i) Template agenda; ii) Template attendance sheet; iii) Template deliverables; iv) Templates for meeting minutes; v) Templates for the deliverables peer review.

7/ EU emblem and funding acknowledgement

According to article 29.4 of the Grant Agreement, all the project communication must acknowledge the European Union which provides funding to the implementation of the LocalRES project. All communication and dissemination material must display the EU emblem and include the following text:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 957819"

The EU emblem and the rules on how to use it can be found on the European Commission website³.

8/ Monitoring & Evaluation

As the leader of the WP7 "Dissemination and Communication" ENC will monitor the project performance in terms of communication regularly, collecting data from all partners about their communication activities. To measure if the project performance is on track a monitoring tool will be sent to all partners with the aim of tracking their communication and dissemination activities:

³ See: • https://europa.eu/european-union/about-eu/symbols/flag_en
• <http://publications.europa.eu/code/en/en-5000100.htm>

- Number of published articles on the partners' websites.
- Number of articles published on external media regarding the project;
- Social media performance.
- Number of events attended to disseminate the project objectives and achieved results and number of participants.
- Number of distributed brochures/leaflets/project material.

Appropriate Key Performance Indicators (KPIs) have been identified and will be used to measure the effectiveness of the communication strategy and to monitor it (Table 9) This continuous monitoring will ensure that when LocalRES is not performing adequately in reaching its key target groups, corrective actions can be rapidly identified and implemented to remedy the situation.

Table 9. LocalRES Communication KPIs

No.	Action	Indicator	Objective
1	Project website	No. of published news in 4 years	80
		Views per year	5,000
		Unique visitors in 4 years	3,000
		Material downloads in 4 years	100
2	Social Media	Views in 4 years	300,000
		Published posts on ENC social media channels	100
3	Newsletter	No. of sent newsletter in 4 years	16
4	Contact list	No. of contacts in 4 years	1,000
5	Press release	No. of released press releases in 4 years	10
6	News/articles about the project	No. of news/articles published on external media in 4 years	10
		No. of news/articles published on the partners' websites in 4 years	50
7	Brochures	No. of distributed brochures in 4 years	1,000
8	Events	No. of attended events at the EU level (e.g. EUSEW, EU Energy Utility Week, BRIDGE and CE4EUI events, etc) in 4 years	15

As lead partner for communication, Energy Cities will make sure all partners provide progress update on their local communication activities. Continuous dialogue between Energy Cities and partners will be ensured through:

- A project mailing list.
- Regular calls between the partners that will include updates on communication activities.
- Monitoring tables for events and media activities.
- Google analytics, Bit.ly and social media analytics tools to monitor website and social media performance.
- Number and type of contacts made with partners by external organisations (e.g. inquiries, collaboration proposition, etc.).

This set of qualitative and quantitative check points should allow Energy Cities to properly monitor and evaluate LocalRES communication activities, and to adjust them if need be. Energy Cities will share information on the performance of the communication activities in the framework of the project reporting.

9/ Conclusions

The present communication strategy will serve as guide-tool to communicate the results of LocalRES and ensure the essential transfer of knowledge for a broader replication of the studied good practices.

The project partners, under the coordination of ENC, will implement the present communication strategy throughout the project. The results of the communication strategy will be monitored through the set KPIs and a monitoring tool that will be constantly updated with the contribution of all project partners.

Depending on the objectives and met results, the communication strategy may be updated every six months. Furthermore, it will be enriched by a dissemination strategy which will be prepared at month 12.



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