

Energy Efficiency Compliant Products 2014 (EEPLIANT 2014)

Deliverable D7.1: Communications Plan

Contents

This deliverable comprises the 1st version of the Communications plan. An update will take place in month 15 and the updated version will replace this version.

EEPLIANT – WP7

Communication plan

(Deliverable 7.1)

WP Leader: STEM

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Introduction:

EEPLIANT WP 7 structure

1. WP 7 leader: **STEM** - Swedish energy agency, Nils Ahlén
2. WP 7 facilitator: **Juraj Krivošík**
3. In cooperation with WP1 / PROSAFE (website, events, publications logistics)

WP7 purpose:

- Communicate project plans (prevention) and disseminate results (action)
- Increase and ensure visibility to MSA actions
- Ensure the awareness of other stakeholders to the surveillance activities
- Target groups: consumer groups, professional associations, other MSAs, standards bodies, media.

WP7 structure of activities:

- Advisory board - Stakeholder communication
- Project website
- Project newsletters
- Press releases
- National events
- EU conference appearances
- Social media presence
- Final publishable report

Advisory board - Stakeholder communication:

- In cooperation with WP1
- To discuss work plan, results and challenges
- Minimum of 3 meetings
 - Launch conference
 - Management team meeting(s)
 - Final conference
- Members include ADCOs, NGOs, industry, etc.

Project website :

- Standalone and also a dedicated part of PROSAFE website
- Content:
 - News and updates on project and related national activities
 - Documents, publications, results (per WP)
 - Press releases and newsletters
- English
- Registration for newsletter per email or on web
- Private section for test reports

Deliverable 7.3

Project newsletters:

- Minimum of 4 editions:
 - At the start and end of WP 4, 5, & 6 (M2,M6,M9,M16)
- To inform stakeholders and media on activities and results
- Main language English, minimum of three other additional languages.
- Distribution through website registration and nationally
- Deliverables 7.4 - 7.7

Press releases

- At least 2 editions (M2,M28)
- 4 Languages
 - Main language English, minimum of three other additional languages.
- Distribution: EU and national media, stakeholders, etc.

Deliverables 7.2, 7.10

National publicity events

- Each participant to deliver at least one.
- Either its own event or a presentation to relevant audience
- WP7 to elaborate a master presentation and update it upon request.
- **Monitor:** event programmes, presentations, audiences
- **Update:** News for website, twitter, newsletters, etc.

Deliverable 7.8, Due M12-28

Social media

- *Twitter* account to be established
 - Updates with latest activities, results, events...
- *Storify* account to monitor updates

Deliverable 7.11, Due M1-28

EU conference appearances:

- At least three EU presentations (EEDAL, eceee, EUSEW, etc.)
- To be delivered by WP leaders or other interested partners or WP7
- To be monitored, disseminated and reported

Deliverable 7.9, Due by M28

Final publishable report

- Public report
- Overview of project activities and approach, results, impacts, etc.
- English
- WP7 = Content
- WP1 = Graphic dissemination, printing

Deliverable 7.12, due by M28

WP 1 - 6 specific target groups

- WP1: Advisory Board (3 meetings): **stakeholders**
- WP2 & 3: Best Practice and e-learning: **other MSAs**
- WP 4-6: Product testing WP's dissemination activities
- Share results with **other MSAs**, not participating in EEPLIANT
- Share lessons learnt with **professional stakeholders** (associations) to ensure lessons learned are adapted and future noncompliance prevented

Timing

- Advisory Board - Stakeholder communication: see WP1
- Project website - M6 / M28+3 years
- Project newsletters - M9, M16, M21, M26
- Press releases - M2, M28
- National events - M12-28
- EU conference appearances - M28
- Social media presence - M1-28
- Final publishable report - M28