



D10.1 – Communication Plan

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REPORT

REVISION: DRAFT

AUTHORS: JAMAL SHAHIN, JACINTHA LIEM

SUBMITTED TO:

URBAN  EUROPE

Introduction

This document outlines our draft communication plan for the PARENT project. This is a living document, which we shall use to capture our communications activities. It is structured in according to the way we prioritise our communication. The VUB is leader for Task 10.1 (*Ongoing communication towards the public*) and Task 10.2 (*Scientific communication*) under the workpackage leadership of Resourcefully.

The aim of this plan is to identify to whom and how we want to communicate and disseminate the knowledge produced by the project as well as to explain how we will manage and organise the different communication 'tools' (platform, events, publications, etc.). The project communication will manifest on four different levels. First and foremost, we wish to communicate the project to our direct stakeholders. Secondly, we need to communicate the project to the scientific community. Thirdly, we need to ensure that common projects are aware of our activities. Finally, we need to disseminate our outcomes to the wider (interested) public.

Breakdown of communications activities per audience type

1. Direct stakeholders

The communication towards the direct stakeholders consists of a clear description of the ambitions of the project, all localized. Multimedia would be beneficial. In the first stages, this involves reaching out to the local authorities with texts that can ensure 'buy-in'. These should clearly state the benefits for the local authority partners. At the same time, the local authorities will also be informed about the required/requested commitment throughout the PARENT project.

Clear and direct communication to the following stakeholders (identified by T1.1):

- National and local authorities (and subsequently, local participants in the pilots and the living labs (focus groups))
- Energy providers
- Civil society groups
- Individual potential users (households)
- Producer or retailers of smart meters
- Developer or retailer of energy management system software

Poster and flyers

The PARENT poster, which was presented at the JPI Urban Europe Projects meeting, will provide visibility. The electronic version will be available to all partners, who will be encouraged to display them in suitable and visible areas in order to engage more citizens (local authorities, related events, etc.). Flyers about the platform will be available in 6 languages (English, French, Dutch, Spanish, Catalan, and Norwegian).

Pilot newsletters

- 1) newsletters to the members of the community with personal data and saving tips
- 2) aggregated data (and anonymous).

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Mailing lists

All partners will use their own existing mechanisms (website, newsletters, blogs) to disseminate updates and activities, as well as relevant information of the PARENT project. For the Pilots, Enerbyte will manage dissemination of project-specific content via the “mailchimp” mailing list platform; thus requiring that partners supply them with localised content per pilot.

Communication with direct stakeholders will be elaborated in a timeline once the pilots have started taking shape.

2. Scientific dissemination

Scientific dissemination is a central aspect of our communication. We need to show scientific excellence in all aspects of the project. We also consider scientific output to be a *sine qua non* of the research executed in the project. We intend to:

- participate in scientific conferences and workshops. A list of potential conferences is described in Table 0-1 Scientific and policy conferences and workshops below.
- jointly author articles for publication in peer-reviewed journals (see Table 0-2 Peer reviewed journals and other scientific/policy/popular publications below).
- liaise with counterparts on national and European level

Table 0-1 Scientific and policy conferences and workshops

#	Name	Date	Location	Primary discipline	Partner interested
	IEEE Electrical Power & Energy	12-14/10/16	Ottawa		
	European Utility Week	15-17/11/16	Barcelona		
	EASST	2017		Social sciences	VUB

Table 0-2 Peer reviewed journals and other scientific/policy/popular publications

#	Journal/publication	Deadline	Primary author	Topic keywords
	International Data Privacy Law			
	Journal of Consumer Behaviour			
	IEEE Transactions on Smart Grid			
	Renewable & Sustainable Energy Reviews			
	Energy Research & Social Science			
	Energy Policy Journal			
	Building Research and Information			
	Smart and Sustainable Built environment			
	Energy Efficiency Journal			

3. Common projects

We will aim to communicate with other EU-level projects (Horizon 2020, ...) through participation in mainly Brussels-based events relating to the themes covered in PARENT as well as events taking place in the other partnering cities. This will require pro-active monitoring of ongoing events. Through cooperation with the JPI Urban Europe Communications team, we hope to ensure full and complete communication with other JPI Urban Europe projects. The JPI

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Urban Europe Projects meeting, which took place on 14 April 2016 in Amsterdam included a short presentation of the PARENT project by Scientific Project Coordinator (Jamal Shahin) amongst consortia funded under the same ERA-NET Smart Cities and Communities call.

4. Wider public

Website

Finally, one important dimension of our communication is our public-facing website (parentproject.eu). We propose the following template for the homepage. We shall use the, rather simplified, website/-page as the place where we send people to learn more about the project's goals. As the existence and relevance of projects websites tend to end together with the termination of the project, we do not intend the website to be a Project Website in the formal sense (the website will not contain information about the Project's Description of Work, etc.). Instead, we will explore the possibility to make use of the existing websites or portals of the local authorities for the project's dissemination, by including a link to the platform. In this way, we aspire to gain more visibility and to draw the attention of the citizens of the involved cities. In general, we also intend to make use of the JPI Urban Europe communication channels for the dissemination of the PARENT project results and activities.



Social media

We shall use social media to a limited degree. The Parent Project will be included as a 'Project' in LinkedIn, and we shall encourage active social-media team members to post to their own channels using the #parentproj hashtag. If and where appropriate, team members will also engage with local and national media as the Pilots develop.

Press releases

All Partners and participating local authorities will be asked to provide press releases through their own existing channels.

Final conference

The final conference, which will be organised between M30-M32 (T9.2), aims at disseminating the recommendations that will have been identified under WP9 to the relevant stakeholders. The main target group for this conference consists of the stakeholders, policy-makers, academics, as well as the general interested public.

5. Logos and templates

All means of communication of the project, official documentation, and templates will contain the PARENT logo as well as the one of JPI Urban Europe and the European Commission, mentioning in the footer "PARENT is an initiative of JPI Urban Europe, funded by the European Union's Seventh Framework Programme". Each project partner will also mention their respective individual funding agency on submitted deliverables.

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6. Timing/schedule

Communications will be phased in as the project develops. We expect the following to take place.

Del. #	Action	Aim	Audience	Resp.	Deadline	Status
	Project Logo	Promotion & visibility	Public	VUB		done
	Kick-off meeting		All partners	VUB	30-31 March	done
	General Assembly Meetings	Budget responsibility, decision-making, project interest	WP leaders, chaired by PC	VUB	Every 4 months	
	Contact Local authorities	– Description of project – Inform about benefits and commitments – Short video of existing tool <i>Enerbyte 1.0</i>	Local authorities	VUB	2 May 2016	ongoing
	Translations demo online		All stakeholders	ENR, BPL, SVT	2 May 2016	planned
D5.4	VEA Front- and Backend platforms	www.parentproject.eu :	Stakeholders, individual users (households)	ENR	30 Nov 2016	planned
	Stakeholder communication strategy	Flyers about the platform for the pilots (.pdf) in ENG, ES, CAT, NL, FR, and NO, available to download from project website, in printed form at local authorities				ongoing
	Mngt. platform (design, host, content, updates)			?		
D9.1	Draft recommendations	Final conf. (M30-M32)		VUB	31 Aug 2018	planned
D9.2	Final recommendations	Including feedback from final conference	All stakeholders	VUB	28 Feb 2019	planned
D10.1	Comm. Plan	Identification of communication tools and actions	RE: Partners & funding agencies	VUB, RES	31 May 2016	ongoing
D10.2	Comm. Report		RE: Partners & funding agencies	VUB, RES	28 Feb 2019	planned
D10.3	Scientific Comm. Report	List of conferences, articles, dates, etc.	RE: Partners & funding agencies	VUB, RES	28 Feb 2019	planned

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