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Life SMART  
Support small Municipalities towArds Energy Transition  
(LIFE22-CET-SMART)



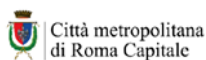
# COMMUNICATION PLAN

## TASK 4.4

Date: 22/12/2023

Lead beneficiary: U-Space SL

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## ABSTRACT

This Communication Plan is part of Deliverable 4.4 of the LIFE-SMART project, and describes the communication strategy and objectives of the project, the target groups to be reached and the channels and tools to be used. It also provides the minimal requirements for the local communication activities in terms of tools and quantitative targets, sets the rules for the use of the project logo and coordinated image, and defines indicators and procedures for the monitoring, evaluation and reporting of communication activities.



## 1. THE LIFE-SMART PROJECT

The Life-SMART project aims to increase the technical and organizational capacity of 22 medium and small-sized public administrations in 5 target regions across 5 countries (Greece, France, Italy, Portugal and Spain) to design, implement and manage their energy transition plans/strategies through an integrated approach working on 4 different levels: a) capacity building of the technical-administrative staff; b) support to inter-municipal planning for the design and implementation of joint energy-related actions; c) promotion of participatory governance mechanism; d) improvement of local communities' knowledge on energy topics, to create a favourable environment for active participation in the actions implementation.

### 1.1. Objectives

Specific project objectives of the Life-SMART project are the following:

- 1) Improving the energy planning skills of policy makers and technicians in involved territories, through the activation, training, testing and consolidation of 5 inter-municipal technical structures (IMTS) as voluntary, formalized technical groups, which will gather technicians from the involved municipalities and external experts expressly contracted with the role to accompany small-sized municipalities in target areas through their clean energy transition process.
- 2) Defining inter-municipal clean energy transition paths in 5 target areas including 22 Local Councils, with a gradually increasing level of development depending on the baseline situation of each territory, from a supra-local vision (definition, update or alignment of local energy plans) and strategy (master plan or a feasibility study for a single priority action), up to the launch of local initiatives (finalization of a tendering procedure for the development of an action)-
- 3) Increasing the 'energy literacy' of the population in target territories, to create the conditions for the informed engagement of stakeholders and citizens in the implementation of inter-municipal energy plans and community-based clean energy measures.
- 4) Promoting the replication of the methodology, models and tools developed by the project in other territories, within and outside the partners' jurisdictions, and foster the development of funding schemes and criteria tailored to the management and governance needs of small municipalities.

### 1.2. Actions

The project aims to cope with the main difficulties faced by medium and small-sized municipalities in the implementation of energy transition paths (lack of technical competences and of a clear vision, limited access to funding and poor bottom-up initiative) by:



- Supporting in each target area the building up of an Inter-Municipal Technical Structure (IMTS), composed of selected energy experts with legal and technical profiles, to put at work on the territories together with representatives of the municipalities and of partner organizations (T.2.1);
- providing inspiration to the IMTS through the analysis of replicable best practices (T.2.2);
- reinforcing the skills of the whole IMTS along a tailored training path (T.2.3);
- implementing a local programme for energy literacy (T.2.4) to raise awareness and trigger the bottom-up initiative;
- testing the competences acquired with the training, by making IMTSs working on different levels of the energy transition process, from the building up of the knowledge framework (T.3.1), to the development of a joint vision and of joint measures to empower the single municipalities through a common action (T.3.2), to the development of a concrete strategy for the creation of Local Energy Communities (T.3.3), to the management of contracts and tender documents (T.3.4);
- consolidating the results achieved, preparing the ground for the “after-Life” maintenance of the IMTSs on the target areas (T.4.1), by ensuring the support of other institutional bodies as regards the upkeep of competences (T.4.2), and the endorsement of supra-local authorities, especially those managing the allocation of financial resources from NRRFP and ERDF (T.4.3).

Communication and networking tasks will accompany all the activities and allow for the dissemination and capitalization of project results during its implementation and beyond.

### 1.3. Partnership

The project partnership includes seven organizations from different countries:

Partner	Country	Role	Full name	Abbreviation	Logo
1	Greece	Coordinator	ANATOLIKI A.E- ANAPTYXIAKOS ORGANISMOS TOPIKIS AYTODIOIKISIS	ANATOLIKI S.A.	
2	Portugal	Partner	AREANATEJO - AGENCIA REGIONAL DE ENERGIA E AMBIENTE DO NORTE ALENTEJANO E TEJO	AREANATEJO	



3	France	Partner	CHAMBRE DE COMMERCE ET D'INDUSTRIE NICE COTE D'AZUR	CCI NICE COTE D'AZUR	
4	Italy	Partner	CITTA' METROPOLITANA DI ROMA CAPITALE	CITTA' METROPOLITANA DI ROMA CAPITALE	
5	Spain	Partner	FEDERACION ANDALUZA DE MUNICIPIOS Y PROVINCIAS	FAMP	
6	Spain	Partner	U-SPACE ESPAÑA S.L.	U-SPACE	
7	Italy	Partner	CRAS SRL	CRAS	

## 2. COMMUNICATION STRATEGY AND OBJECTIVES

The project communication strategy is based primarily on the need to make the different target audiences in the involved areas understand the importance of energy transition, to effectively support the achievement of the project objectives. Therefore, it is crucial to consider both the territorial actors' diverse cultural background and their different level of knowledge of the issues addressed by the project, as well as their general perception of the cause-effect relationship between the investments for energy transition and their potential economic, social and public health advantages, for the public administrations and the local community as a whole.

Communication efforts will ultimately focus on triggering a cultural change, a process of acceptance of necessary changes in individual behaviours and in the physical environment, in relation to climatic and environmental conditions, and the consequent need for decision makers, technicians, entrepreneurs and the entire citizenry to adapt.

Thus, the key messages along the project will be:

*Funded under the Clean Energy Transition (CET) call of the LIFE Programme, Life-SMART aims to increase the capacity of small-sized public administrations in Greece, France, Italy, Portugal and Spain to design, implement and manage clean energy transition strategies with an integrated, supra-local approach.*



*Small municipalities usually suffer difficulties in taking action on energy transition, and in implementing ambitious energy policies at local level. To address this problem, the project consortium will work to:*

- *activate, train, test and consolidate 5 inter-municipal technical structures, which will take the lead of the design, implementation and management of inter-municipal energy plans;*
- *improve the 'energy literacy' of involved communities, thus creating the conditions for their informed engagement in the implementation of clean energy measures.*

*Life-SMART will establish transferrable governance and management models enabling small municipalities to set up more feasible and effective sustainable energy plans and to comply with the requirements of the Covenant of Mayors.*

## 2.1. Internal communication

The main objective of internal communication within the partnership is to support the smooth implementation of project activities, ensuring that all partners are timely and properly informed about the project progress, their role and tasks, and the upcoming activities and events, and that they share the same objectives and approach.

A system for periodic communication and effective information sharing among partners, and between them and the interested bodies/organisations, will be set up to guarantee cohesion in the pursued objectives and in the implementation of the project. The information shared will mainly concern:

- Updates on the progress of individual project tasks, on short, medium and long-term future steps and on what is expected from each partner;
- The sharing, by WP Leaders and Task Leaders, of materials and guidelines aimed at coordinating and directing the activities of the other partners, also regarding local-level communication;
- The collection of data and information from partners on the activities carried out individually and locally, for the purposes of monitoring, evaluation and technical-financial reporting.

The success of communication actions significantly depends on the contribution of all partners and key subjects involved. The communication strategy and its implementation will provide guidance to each partner regarding the form and content of the expected contributions.

## 2.2. External communication

### 2.2.1. Local communication

Local-level communication in the Life-SMART project aims at encouraging a cultural change at least at three levels:



- Decision-making level: orienting national/regional/local actions and funds towards clean energy transition and increasing the municipalities' awareness on the importance of developing an overall vision and of involving citizens and private actors in the implementation of clean energy measures for increased feasibility and effectiveness;
- Technical level: increasing awareness on the advantages offered by clean energy measures, on available funding opportunities and on the importance of a supra-level approach to optimize investments and make them more effective;
- Community level: increasing the level of knowledge and awareness on clean energy transition and on the role that local communities can play (both individually and collectively) to achieve it, overcoming some of the cultural factors that normally hamper "bottom up" initiative (especially in small or peripheral context), so to prepare the ground also for the promotion of self-consumption and energy communities.

These objectives will be achieved by ensuring the involvement of all target groups in the project implementation, through the diffused and continuous promotion of project activities implemented at local and supra-local level (both before, to attract the audience, and after, to disseminate the results achieved and encourage future participation and/or replication).

Local-level communication, especially at the scale of target areas, will be adapted to each context, based on the types of audience to reach and on the characteristics of the target municipalities. The Communication Manager will ensure a common approach by providing general guidelines (consistent with those adopted for international communication – see below), which partners will then adapt to local conditions.

### *2.2.2. International communication*

On a larger scale, the dissemination of the project activities and results will consist of an institutional strategy, which will dictate the guidelines for planning and developing local and sectorial communication strategies and tools, with a view to the coordination and constant monitoring of the project objectives.

The international strategy has the following main objectives:

- Reaching the widest number of subjects, including specialists and professionals, to make the results of Life-SMART transferrable and reusable within comparable projects and territories;
- Involving the highest number of subjects belonging to transnational networks, who can act as 'multipliers' of project results towards the other members of the network and within the sectors in which they operate;
- Encouraging the exchange of experiences with other EU-funded projects and with other initiatives related to the project topics (energy saving, energy planning and management, energy communities, energy literacy, etc.), to increase mutual visibility and mutual learning;



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- Ensuring the constant, real-time updating of information on the project and related thematic initiatives, especially through the project's social profiles and LIFE Programme channels.

### 2.3. Target groups

In general, the project communication will act on both local and international levels.

At *local* level, the project will target:

- Decision-makers, public officers and technicians employed in the 22 medium and small-sized municipalities (2 in Greece<sup>1</sup>, 5 in Spain<sup>2</sup>, 4 in France<sup>3</sup>, 5 in Italy<sup>4</sup> and 6 in Portugal<sup>5</sup>) targeted by the project. Since they are the main beneficiaries of project activities, they have to be involved through tailored communication right from the start, and kept updated and engaged throughout the project duration.
- Energy agencies (at regional and local level) and supra-local public bodies in charge of coordinating local energy policies in involved countries (i.e., CoM coordinators). They will be targeted by communication and networking activities, to enable them to promote the replication and up-scaling of project results and to better coordinate the local authorities' energy transition actions.
- Regional and national authorities in charge of managing funds for clean energy transition. Their involvement is crucial to ensure the mainstreaming of project results in regional/national policies and funding schemes, and to foster the replication of project results outside the jurisdiction of project partners. Tailored communication, lobbying and networking activities will target the governments of the regions involved (Central Macedonia, Lazio, Andalusia, Alentejo, Nice Côte d'Azur), as well as the Ministries and national agencies in charge of energy issues. The aim will be to involve them in the meetings foreseen in Task 4.3 - Multilevel Governance, with a view to encourage them to replicate project results in new territories and to better tailor their energy policies and funding schemes to the needs of small-sized municipalities. Other Regions/States belonging to the partners' networks of contacts will be informed as well on project results and achievements.
- Institutions providing training programs for public officers in target regions. Securing their involvement is crucial for the consolidation of training programs (T.4.2), since they can ensure the upkeep of competences in a context of constant evolution of regulations and technologies, and facilitate access of municipalities' staff to tailored training paths
- Private companies and practitioners in the sectors of energy, engineering, architecture and urban planning (including professional associations). They will be targeted by specialized communication and dissemination activities,

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<sup>1</sup> Aristotle and Volvi (all signatories of letters of support).

<sup>2</sup> Baeza, Rus, Canena (signatories of letters of support), Ibros y Villatorres.

<sup>3</sup> Biot, Saint Martin Vesubie, Saint Vallier de Thiey and Tend.

<sup>4</sup> Municipalities of the Union of Municipalities 'Valle Ustica' (signatory of a single letter of support): Licenza, Mandela, Percile, Roccagiovine and Vicovaro.

<sup>5</sup> Alter do Chao, Avis, Castelo de Vide, Marvao, Monforte, Sousel (all signatories of letters of support).



aimed at ensuring their collaboration in the design and implementation of clean energy strategies and actions.

- Citizens and civil society organizations (NGOs, citizens' committees, etc.) in target areas will be the recipients of non-technical communication and tailored public events, aimed at raising the general level of knowledge and awareness on clean energy, creating a more favourable environment for the implementation of energy measures, triggering bottom-up and community-based initiatives for clean energy transition, and ensuring the acceptance and ownership of project results.
- Municipalities and stakeholders outside the target areas, including associations of municipalities (i.e., the homologues of FAMP in other Spanish regions) and national networks (i.e. CCI France). They will be addressed at a later stage, as soon as it can be faced with concrete outcomes, in order to trigger the replication of project results.

At *international level*, communication activities will mainly be carried out at a later stage of project implementation, so to present concrete progresses and replication proposals to:

- *Other EU projects* with a similar scope, to exchange experiences and establish collaboration through networking activities (T.4.5)

Title	Acronym	Year	Reference
Accelerating the Transition of Local Authorities through Support and Training	LIFE22-CET-AT- LAST	2022	LIFE22-CET-AT- LAST/101119131
Enabling community action for energy sufficiency	LIFE22-CET- ComActivate	2022	LIFE22-CET- ComActivate/101120641
Basque Integrated Renovation model (Opengela): enabling a fair, clean energy Transition through a Unique network of One-Stop-Shops.	LIFE22-CET- BIRTUOSS	2022	LIFE22-CET- BIRTUOSS/101120660
Supporting the Clean Energy Transition of the HORECA value chain	LIFE22-CET- EE4HORECA	2022	LIFE22-CET- EE4HORECA/101120572
Bringing local and regional municipalities towards owning their SECAPs	LIFE21-CET- LOCAL- OwnYourSECA P	2021	LIFE21-CET-LOCAL- OwnYourSECAP/1010771 09
Boosting Energy Communities massive deployment by equipping local authorities with comprehensive technical assistance cookBook, integrated services and capacity building	LIFE21-CET- ENERCOM- LIFE-BECKON	2021	LIFE21-CET-ENERCOM- LIFE- BECKON/101076765



Energy Efficiency Subscription for Deep Renovation With Performance Guarantee	EUROPA	2020-2023	H2020 (Project reference 956649)
Joint Actions for Energy Efficiency	ENERJ	2016-2019	INTERREG MED Programme (Ref: 1462)
Supporting The EPC Public Procurement IN Going-beyond	STEPPING	2016-2019	INTERREG MED Programme (Ref: 697)
School Low Carbon Footprint in Mediterranean cities	EduFootprint	2016-2019	INTERREG MED Programme (Ref: 738)
Support Local Governments in Low Carbon Strategies	SUPPORT	2017-2021	Interreg Europe 2014-2020 (PGI02448)
Energy Efficiency Subscription for Deep Renovation With Performance Guarantee	EUROPA	2020-2023	H2020 (Project reference 956649)

The above list can be expanded using the LIFE Project's Public Database accessible in the following link:

<https://webgate.ec.europa.eu/life/publicWebsite/search>

- *Other supra-local public institutions*, to foster transferring and replication through the organization of the final conference (T.4.4) and the participation of partners in relevant meetings and events with their contacts;
- *European networks* such as EMA (European Metropolitan Authorities), Metrex (Network of European Metropolitan Regions and Areas), Climate Alliance, ICLEI and the Covenant of Mayors.

This Communication Plan also identifies key actors, e.g., bodies, organizations and categories of stakeholders that are active in the target territories and can facilitate the process of stakeholders and citizens involvement and participation. They act as promoters of the project and contribute actively to disseminating information regarding the project, as well as project results, through their networks and contacts. Life-SMART key actors are listed in the table below, divided per country:

Country	Key Actors
France	<ul style="list-style-type: none"> <li>• Municipalities of the department of Alpes Maritimes</li> <li>• Côte d'Azur Energy Club</li> <li>• Professional federations</li> </ul>
Greece	<ul style="list-style-type: none"> <li>• Unions of local farmers</li> <li>• Eldorado Gold Corporation</li> </ul>
Italy	<ul style="list-style-type: none"> <li>• Lazio Region – Dept. for Infrastructure and Mobility (signatory of a letter of support)</li> <li>• ENEA</li> <li>• ENI S.p.A.</li> <li>• GSE S.p.A.</li> </ul>



Portugal	<ul style="list-style-type: none"> <li>● Intermunicipal Community of Alto Alentejo region (CIMAA)</li> <li>● ADRAL - Alentejo Regional Development Agency</li> <li>● RNAE - National Association of Energy and Environment Agencies</li> </ul>
Spain	<ul style="list-style-type: none"> <li>● Ministry for the Energy Transition and Demographic Challenge</li> <li>● Council of the Province of Jaen</li> <li>● Andalusian Energy Agency</li> <li>● IDAE – National Institute for the Diversification and Saving of Energy</li> <li>● Energy network of Andalusian municipalities (REDEMA)</li> </ul>

### 3. RESOURCES

The Lead beneficiary ANATOLIKI is responsible for internal communication within the partnership and will be the only one entitled to communicate directly with the managing authority CINEA.

U-Space SL is the partner responsible for external communication at international level. To fulfil this role, it:

- Appoints the Communication Manager
- Coordinates communication and dissemination actions while maintaining a common line between the various partners and the various countries involved; manages the coordinated image of the project in terms of both graphics and content (including the structure of the project web page on the partners' websites) and deals with the creation, management and constant updating of the project profiles on social media;
- Prepares the materials of the Communication kit in English;
- Supports and coordinates the other partners in the organization of project events.

Each partner is responsible for communication at a local level, for the update of the project web page on its own website, and for the production and distribution of the various communication tools (including translations into local language, where necessary) based on specific needs and expertise. Additionally, all partners will contribute to feed the project's social media profiles with posts, re-post and comments, and are encouraged to activate dedicated profiles in national languages (named as *Life-SMART\_country abbreviation*) and to use their official social media to promote the project among their contacts.

In order to ensure effective interaction between the Communication Manager and the partners as regards communication actions, each partner identifies a contact person in charge of communication.



Partner	Person responsible for communication	
	Name and surname	e-mail
US	Santiago Alfonso Fernández (Communication Manager)	santiago.alfonso@u-space.es
ANATOLIKI	Maria Magrioti	info@anatoliki.gr
AREANATEJO	Ana Lacão	ana.lacao@areanatejo.pt
CCI NCA	Elodie Feraud	elodie.feraud@cote-azur.cci.fr
CMRC	Marie Debicki	m.debicki@capitalelavoro.it
FAMP	Antonio Cosio	acosio@famp.es
CRAS	Federica Benelli	f.benelli@crassrl.it

#### 4. COMMUNICATIONS CHANNELS AND ACTIONS

Life-SMART communication activities fall mainly under T.4.4 - Communication and dissemination pack. This task includes all the activities oriented on the one hand to inform the public within the target areas about project goals, progresses and results (T.4.4a), on the other hand to disseminate the project approach to policy makers and stakeholders outside the target areas so to trigger its replication (T.4.4b).

The first group of activities will be strictly linked to (and coordinated with) T.2.4 - Energy literacy, with which it shares basic communication products and tools, such as printed materials (brochure, postcard, roll up) and social media contents (news, infographics, ...).

The second group will be linked to T.4.5 - Networking activities, with which it may share events at national and international level.

##### 4.1. Internal communication

Internal communication within the project partnership will be based on the following channels:

- Dedicated folder on Drive for file sharing, managed by ANATOLIKI who will be in charge of periodic updates (including reorganization of sub-folders when necessary) and backups;
- E-mail communications to the partners' mailing list;
- Periodic and ad hoc Google meet/Skype calls;
- Periodic meetings, during technical boards, steering committees and other project meetings.



#### 4.2. External communication

External communication will be performed through a mix of channels, whose selection depends on the target audience to be reached.

- A project webpage in each beneficiary’s website. Based on a common layout prepared by US, it will have as minimum contents (in English and local language): brief summary of the project; objectives, expected results and main tasks; list of beneficiaries; EU co-financing, LIFE Programme logo and link to the LIFE Programme website; project logo; links to the project’s social media profiles. It will serve as an institutional communication tool, to disseminate information on the project at national and international level, and to upload key deliverables. All webpages will have to be online by M4 (Milestone 6).
- Dedicated social media profiles: Facebook and Instagram will mainly aim to reach the English-speaking general public in target countries and beyond. All the other partners will contribute to feed the profiles with posts, re-post and comments, moreover are encouraged to activated profiles in national language to widen the audience and to communicate more site-specific information. A YouTube channel will be activated to upload the videos of the training sessions and other events, targeting a more specialized audience (practitioners, public officers, etc.);
- Tailored emails to key stakeholders in target regions (training institutions, supra-local authorities, etc.) to inform them about specific topics/activities and to invite them to meetings or events;
- Internal and external events:
  - local events for energy literacy (T.2.4);
  - networking events, both in person and online, in which beneficiaries will participate to present the project and exchange experiences. Networking activities are foreseen in Task 4.5 (jointly led by ANATOLIKI and CMRC) and are scheduled starting from M19 (April 2025), so to present concrete progresses. Each beneficiary will participate in at least 2 international events and 2 national/local events (half in person/half online).
  - 1-day final conference, organized by the partner CMRC in Rome as a hybrid event (online/in-person) with minimum 80 participants, to present the final project results. It will have to be implemented by M30 (Milestone 8).

All partners are also invited to exploit their institutional channels, the other communication channels that are already active in their territories, as well as their networks of contacts. In addition, project partners must follow the official project accounts to be informed when publications are made.

The social networks available for the project are:

Social Network	Profile name	URL
Instagram:	life.smart.eu	<a href="https://www.instagram.com/life.smart.eu/">https://www.instagram.com/life.smart.eu/</a>
Facebook:	LIFE SMART EU	<a href="https://www.facebook.com/LIFESMARTEU">https://www.facebook.com/LIFESMARTEU</a>



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X:	LIFE_SMART_EU	<a href="https://twitter.com/LIFE_SMART_EU">https://twitter.com/LIFE_SMART_EU</a>
Youtube:	LIFE SMART	<a href="https://www.youtube.com/@LIFE_SMART_EU">https://www.youtube.com/@LIFE_SMART_EU</a>

#### 4.2.1. Logo and coordinated image of the project





Following the rules of the LIFE Programme, the image of the project will include elements identifying the source of funding (LIFE Programme) and the logo created specifically for the project.

Partners will always use this combination in all printed and digital communication materials (publications, reports, brochures, postcards, social media, presentations, etc.). To facilitate the compliant use of these logos, a template package will be made available on the shared Drive folder, containing the coordinated image of the project in the most common formats (.ppt, .doc). Any redesign or modification proposed by partners must be submitted to the Communication Officer before printing and dissemination, to allow for a compliance check.

The logo will be designed to be adaptable to different media, for both large and small format printing, in a monochrome version (positive and negative) and for videos.

The logo colours are:

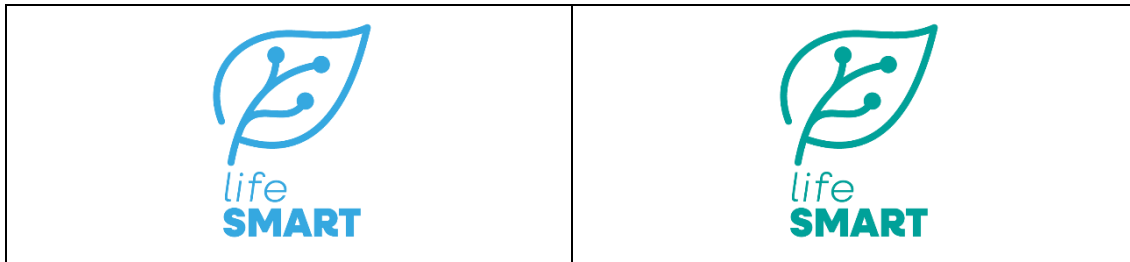
- Blue: #004494; C 100, M 80, Y 0, K 0; R 0, G 68, B 148 (from LIFE Programme logo)
- Yellow: #ffed00; C 0, M 0, Y 100, K 0; R 255, G 237, B 0 (from LIFE Programme logo)
- Other colours: from own palette (see figures below)

<p>GENERAL LOGO</p> 	<p>LOGO MONOCHROME WHITE</p> 
<p>LOGO MONOCHROME BLACK</p> 	<p>LOGO MONOCHROME GREEN</p> 
<p>LOGO MONOCHROME BLUE</p>	<p>LOGO MONOCHROME BLUE-GREEN</p>



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#### 4.2.2. Tools for external communication

Different tools are foreseen, to be used on different occasions and to address different types of audience:

- *A communication kit* (D.4.2, due by M3), prepared by US and containing the project logo, layouts of the main communication products (postcards, brochure, roll-up, presentations), some common texts to introduce Life-SMART, and a sample layout for the project webpage to be created on all partners' websites;
- *Printed materials*, to be produced in English and in local languages based on the abovementioned layouts (by M12) and displayed/handed out in physical events, such as the local events foreseen in T2.4, the final conference and (if possible) the networking events (T4.5). All materials will contain the LIFE logo, immediately visible, and will be also available in PDF format in the webpages dedicated to the project on the partners' websites. Materials will include:
  - A5 Postcard for the general public in target areas (to be printed in 2.500 copies): it will summarize the project, its objectives and potential benefits for local communities in a non-technical language;
  - Foldable A4 brochure for specialised stakeholders, such as policy-makers, public officers and practitioners (to be printed in 500 copies): it will summarize the project with a more technical language, highlighting its benefits for public administrations, and will be updated after the finalization of WP3.
  - Roll-up, maximum size 80x200 cm (one for each target area), to be displayed at the venues of project events. Contains basic information on the project: title, acronym and ID, logo, partners' names and logos, duration, budget and LIFE co-financing, LIFE logo, QR Codes directing to the project social media profiles.
- *A final publishable report in digital format* (D.4.3), consisting of 5-10 pages in English presenting the project and its key results, main lessons learnt, and



recommendations for the future. Due in M28, its preparation will be coordinated by ANATOLIKI. It is a non-technical summary of all the phases of the project, which allows its contents and results to be presented to the general public in a clear, concise and captivating way, using a language free of specialist terms and complex concepts. Contents will be presented in a schematic way, with extensive use of evocative and impactful images, maps and infographics to guide the reader in exploring the project. The content and final draft of the report will be discussed with CINEA before publication. The report will be an important marketing tool for promoting the key themes of the project towards those stakeholders (especially citizens) who do not have specific professional training on energy topics. It will also be crucial for disseminating project results outside the target areas, towards audiences that have not been directly involved in project activities and are therefore not aware of what has been done. The report will be downloadable from the web pages on the partners' websites. In addition, a paper version will be printed and distributed during the final conference. The logos of the project and of the LIFE Programme will be clearly visible on the front page.

#### *4.2.3. Events and networking: general guidelines*

This section provides a set of indications that partners shall follow when organizing or participating in an event within the framework of project implementation.

##### *Local Events*

Partners organizing local events shall mandatorily perform the following activities:

- prepare an agenda and a save-the-date to be sent via email to the invitees;
- prepare a press release, including a link to an online registration form, disseminate it through their channels (as well as through the channels of the target Municipalities) before the event, and send an English version to the Communication Manager for dissemination on the project social media;
- prepare and print attendance sheets to be signed by attendees upon registration, as well as pertinent communication materials translated in local language (roll-up, brochure, postcard);
- adapt the presentation template and send it to speakers no later than one week before the event;
- document the event through pictures, videos, recordings (for online events);
- prepare a post-event press release, including a link for accessing or downloading the materials presented during the event, disseminate it through their channels, as well as through the channels of the target Municipalities, and send an English version to the Communication Manager, for dissemination on the project social media;
- send email communications to registered attendees for follow-up;
- draft a brief report for the Communication Manager, specifying venue, date, number and types of participants and main objectives, contents and outcomes of the event, and including at least 2 high-quality pictures.

The Communication Manager will have the task to promote local events through the project channels, and to provide organizing partners with the necessary guidance and



templates. The CM will also collect reports and pictures from organizing partners, and use them for post-event communication and for the monitoring and evaluation of communication activities (see chapter 6).

### *Networking*

Each partner shall:

- Discuss in advance the networking activities it wishes to perform with the Communication Manager, also to agree on the kind of materials and information to share and to verify the relevance of the activity to the project objectives;
- Prove its attendance to the networking activity, i.e. through signed attendance sheets, lists of attendees provided by the organizer, agendas, pictures (or screenshots, in case of online meetings/events), videos, recordings, etc.;
- Report each networking activity to the Communication Manager, specifying the venue, the date, the type of activity, the number of participants and the main contents and outcomes of the activity (see chapter 6).

The Communication Manager will have the task to collect information on the networking activities implemented by the partnership, and use them for communication in project channels, as well as for the monitoring and evaluation of communication activities (see chapter 6).

### *Final conference*

The organization of the final conference requires the same activities listed for local events, only at a larger, international scale. The attendance of high-profile, international speakers is recommended, i.e. from national and EU institutions (including CINEA), international networks, academia, other relevant EU-funded projects, etc.

Given the importance of the conference for the whole consortium, the hosting partner will involve all the other partners in the identification of speakers and key attendees, as well as in the definition of the agenda and of the most suitable date for the event.

The Communication Manager will provide special support for the promotion of the event and for its follow-up, and will assist the hosting partner in the preparation of the updated communication materials. Coordination with ANATOLIKI will be essential to ensure that the final publishable report is ready before the conference, and can be printed in a limited number of copies to be handed out during the event.



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5. TIMELINE OF COMMUNICATION ACTIONS

Communication & Dissemination Activities	YEAR 2															YEAR 2															YEAR 3		
	2023			2024												2025												2026					
	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M			
	C	O	E	A	E	A	P	A	U	U	U	E	C	O	V	A	E	A	P	A	U	U	U	E	C	O	V	A	E	A			
T	V	C	N	B	R	R	Y	N	L	G	P	T	V	C	N	B	R	R	Y	N	L	G	P	T	V	C	N	B	R				
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				
T4.4: Activation of project social media profiles	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█				
T4.4: Drafting of Communication Plan (D.4.2)	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█				
T4.4: Drafting of Communication kit (D.4.2)	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█				
T4.4: Creation of project webpages in beneficiaries' websites	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█				





## 6. MONITORING AND EVALUATION OF THE EFFECTIVENESS OF COMMUNICATION

Monitoring and evaluating the outreach and coverage of communication and dissemination activities is crucial to ensure that key stakeholders are properly involved (for sound and meaningful project implementation) and that project results are adequately disseminated to a relevant audience (for future replication and transfer).

The following aspects will be monitored:

- accesses to the project webpages (when possible);
- number of interactions in social media;
- level of diffusion of project materials (assessed through their availability online in websites not related to partner organizations, also as links);
- number of registered participants in project meetings and events;
- number of networking activities performed, and number of projects/initiatives and organizations involved;
- number of press releases;
- number of postcards and brochures handed out;
- level of knowledge and awareness of target groups on project topics (assessed through evaluation questionnaires ex-ante and ex-post submitted to key stakeholders and the public involved in local events).

The collection and analysis of data on these aspects will allow verifying the effectiveness of project communication at multiple levels:

- Achievement of communication objectives (impact of communication): level of diffusion, understanding and acceptance of messages; degree of knowledge of the project and of the issues addressed; changes in behaviour and opinions;
- Efficiency and effectiveness of individual communication actions (congruence between objectives and tools): functioning of information flows, of the different channels/actions;
- Organizational impact (process verification): consistency between the actions implemented and their impact on the overall progress of the project. It is an ongoing activity, which mainly consists of "keeping track" of all communication, in order to guarantee its coherence and coherence.

### 6.1. Procedure and responsibilities for the monitoring of communication activities

The Communication Manager will be in charge of collecting and analysing communication-related data and of submitting results to the Coordinating Beneficiary and to the Steering Committee during scheduled meetings, together with proposals for any adjustment measures that may be needed to increase the effectiveness and outreach of project communication. Partners shall keep track of all communication activities they implement, registering the following minimum information.

*For each event or awareness-raising/training activity organized by the partner:*

- Title and detailed description of the event (how it was implemented, with what objectives and target audience, and with what outcomes);



- Venue and date(s);
- Number of people reached and their affiliation, if any;
- Materials used during the activity (agenda, presentations, etc.);
- Proofs of implementation (pictures, videos, signed attendance sheets...).

*For media communication managed by the partner (both on the internet and on traditional social media):*

- Brief description of the activity;
- Content disseminated (copy of the article, if on newspaper; screenshot of the online article or of the post on social media; recording of the radio broadcast);
- Web link to the content (for online contents only), including any link to websites external to the partnership that shared information on the Life-SMART project;
- For posts on social media: number of likes and interactions (shares, comments), specifying the date when this number has been calculated;
- For videos on YouTube: number of likes, visualizations and comments;
- For the dedicated page on the partner's website: number of accesses (when possible).

*For each networking event attended by the partner:*

- Title and brief description of the event;
- Venue and date(s);
- Organiser(s);
- Key participants (i.e. other EU-funded projects, public administrations, etc.);
- Number of people reached and their affiliation (if possible);
- Materials presented by the partner during the event;
- Proofs of attendance (i.e. signed attendance sheets, lists of attendees provided by the organizer, event agenda, pictures, screenshots of online meetings/events, videos, recordings, etc.)

Additionally, partners shall provide data useful for the reporting of the KPIs related to communication, and in particular, “number of stakeholders reached through media and events during the project”, and “number of market stakeholders trained with increased skills and competencies on energy issues due to the project”.

Partners will collect this information as the communication activities are implemented, so to be able to share them with the Communication Manager (and other WP leaders) when necessary, namely:

- Every six months of project implementation, when the CM shall assess the progress of communication activities against the targets foreseen in the approved proposal, report to the Steering Committee and devise corrective measures if necessary;
- By M24, when each partner will have to produce a ‘Country report about information and awareness raising events’ to be submitted to AREANATEJO and U-Space SL for enabling the development of deliverable D.2.2 ‘Collection of country reports about information and awareness raising events’ (due by 30/09/2025);
- In the final phase of the project, to allow ANATOLIKI to develop deliverable D.1.4b ‘Updated extract of the project data from the LIFE KPI webtool’.



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To collect information and data on communication and awareness-raising activities and related KPIs, and share them with the CM or other WP leaders, partners shall use exclusively the tables provided in Annex 1.