



NIMSEC
Novel and Integrated Model of
Sustainable Energy Communities

Communication and Dissemination Plan V 2.0

DATE OF ISSUE: 15/09/2008

AUTHOR: REAP, Mr. Georgi Simeonov

CONTRIBUTIONS: SOS, LEA Pomurje, project partners:



Local Energy Agency
Pomurje



Soluciones Renovables



Universidad de
Salamanca



Municipality of Karlovo



Regional Energy Agency
of Pazardjik



Smart House Martjanci



Provincial Energy Agency of
Cadiz



Association of
municipalities and
towns of Slovenia



Regional development
Agency of the county
Međimurje



Končar - Kućanski aparati d.o.o.

Končar-Household
appliances LTD

Project co-financed by the European Commission under the IEE Programme:

Intelligent Energy



Europe

The sole responsibility for the content of this report lies with the authors. It does not necessarily reflect the opinion of the European Communities. The European Commission is not responsible for any use that may be made of the information contained therein.

TABLE OF CONTENTS

1. INTRODUCTION	3
2. GENERAL DISSEMINATION STRATEGY OF THE PARTNERSHIP REGARDING THE NIMSEC PROJECT	4
3. COMMUNICATION AND DISSEMINATION STRATEGY AND A BRIEF DESCRIPTION OF MAIN NIMSEC MEANS FOR DISSEMINATION.....	6
3.1. Tools used for communication and dissemination	6
3.1.1. Web page, continuously updated by REAP	6
3.1.2. Three pilot Smart EE houses and/or corners	7
3.1.3. Written materials.....	8
- Brochures	8
- Special print outs	8
- Publications in journals and newspapers	8
- Presentations at conferences	8
3.1.4. Events	9
- Seminars for experts	9
- General workshops	9
- Organising of specific journeys	9
- Information stands at trade fairs	9
3.2. Target groups of the communication and dissemination activities	10
- Local Authorities (LA)	10
- Industry and agriculture	10
- Transport sector	10
- General public.....	11
- Professional associations: engineers, engineering students, business cooperatives.....	11
3.3. Use of the NIMSEC logo and logotype.....	11
4. ANNEX I: CONTACT DETAILS PER PARTNER.....	12

1. Introduction

This Communication and Dissemination Plan is about developing a replicable dissemination strategy regarding renewable energy sources and energy efficiency within NIMSEC project for various EU remote areas with different economic and political structures. The general aim of this deliverable is to present a dissemination strategy in order to facilitate a transfer of the results and experiences towards target groups that are not yet interested and involved in energy efficiency and renewable energy sources. According to the well known definition of the term through the European Commission departments, “dissemination” shall be defined as the distribution and supply of information regarding the NIMSEC project in the broadest sense towards interested parties of the public. The Dissemination plan shall “make the results and the involved parties known”. Accordingly, the Communication and Dissemination Plan comprises both: the jointly gathered and the individually obtained results.

On the other hand, this document describes a media and action plan appropriate for the NIMSEC regions covering the whole duration of the Project. Taking into account the new opportunities for dissemination which frequently occur, the related strategy therefore has to be adapted from time to time. Hence, this document shall be regarded as a working paper which is subject to periodic revisions – preferably at project meetings. Accordingly, this document is not set in stone and no “legally binding” statement, because it only details single paragraphs regarding dissemination in contract with the European Commission, in the Consortium Agreement and in the Project Manual. Hence, the Communication and Dissemination Plan is a working document and a management tool for the members of the consortium.

2. General dissemination strategy of the partnership regarding the NIMSEC Project

REAP and SOS are involved in preparation, adoption and realization of the Communication and Dissemination Plan. REAP's responsibilities will include co-ordination of dissemination actions, leading the periodic review of the Communication and Dissemination Plan during the project, liaison with all partners during and after the end of the project and negotiation with third parties on matters such as directly regarding dissemination. In order to clarify the obligations of REAP it shall be mentioned that only jointly obtained results must be subject to the assignment of co-ordination. In the case of results which were solely gathered by only one partner it is obviously in the responsibility and right of the respective partner to disseminate them. However, the Regional Energy Agency of Pazardjik, as coordinator of dissemination & communication activities, shall be informed of such activities. In general, REAP shall help to eliminate redundancies in the dissemination activities and is therefore also a source of information besides the co-ordinator of the project.

Georgi Simeonov from REAP is assigned as Dissemination Manager (DM). Due to Georgi's strategic position as staff of the international relations department of REAP he is best suited to disseminate the results of this project. The Dissemination Manager has a key role in NIMSEC – establishing which information is best suited for dissemination. Such proposals will be drafted in close collaboration with the Project Manager as neither dissemination nor communication can be separated from each other solely. However, the Project Co-ordination will have to finally decide on major dissemination issues and the proposals therefore. REAP is the leader of the Work package 6 concerning communication and dissemination and they design and upload the website of the project.

As a basic rule, the dissemination of jointly obtained information in the project will remain limited to the distribution of publishable abstracts such as contractually required for EC projects and information of generic nature respective to information, which was prior to the projects commencement public available. Except of that is obviously, as already mentioned, the information which was solely obtained by one partner only. This is in order not to endanger the industrial interests of the industrial Partners who are facing strong competitive pressures.

Means of dissemination are articles in newspapers, press, active contributions at conferences such as papers, posters or presentations, trade journals, seminars at Universities or education Institutes. At least at the end of the project the results are presented to specialists in the related areas at conferences or fairs. During the NIMSEC project, the focus of the dissemination activities shall be on the publication of articles and papers in magazines – both: about the objectives of the project and the results achieved – to make the project better known to the potential users and customers, outside the consortium and in order to facilitate future marketing of the results.

The Partners intend to disseminate general know-how obtained during the project on occasion in short seminars for professionals' advancement. As regards the project it shall be mentioned again that specific information which was generated in the project will be disseminated in accordance with all partners who have to agree upon any publication as jointly obtained know-how is concerned.

3. Communication and dissemination strategy and a brief description of main NIMSEC means for dissemination

The four regions involved in the project will make special effort to contact and visit the key politicians and institutional groups decision makers in order to present them the model to enhance the use of the concept proposed in this project. These key contacts are the representatives of the target groups. This will enable to involve as many stakeholders as possible in the project, and to enhance the impact of the project in the regions.

The means of dissemination will be on different levels:

- Via classical channels for technical contribution in scientific journals, presentations, and demonstrations at conferences, workshops, and seminars also those organized by the European Commission
- It is also envisaged to publish specialised articles in referred journals and to present communications and posters at the main professional congresses.
- However, the main dissemination will target local and regional administrations.

The consortium sees the communication and dissemination as essential for reaching a strong impact of the results, and will constantly test new methods for dissemination if seen as help.

3.1. Tools used for communication and dissemination

3.1.1. Web page, continuously updated by REAP

The NIMSEC Project website (www.nimsec.info) is developed in English language with links to each participant's website where the partners have a section dedicated to the project in their native languages – Slovenian, Spanish, Croatian, and Bulgarian. It is being periodically updated (estimated on months 6, 10, 12, 18, 25). The website includes different sections ("About the project", "Project objectives", "Project deliverables", where all publishable deliverables will be uploaded, "Partners", "Work Programme", "Events", "Contact", "IEE Projects"...). The hosting is provided by REAP.

3.1.2. Three pilot Smart EE houses and/or corners

The Smart EE houses or corners will be established in Spain, Croatia, and Slovenia with an enormous dissemination potential and subsequent transfer of the experiences to Bulgaria.

When setting up the exhibitions, partners will consider environmental conditions and circumstances regarding energy efficiency and renewable energy in their respective country. For e.g. the fact is that many air conditions are installed in south of Spain, giving the fact that awareness on energy efficiency needs to be improved there, leading further to the fact that the best solution for the NIMSEC exhibition would be to focus on building equipment and material for demonstration of energy efficiency and consequently saving energy.

The other project partners will take into consideration similar facts from energy audits in their areas, which have formerly been prepared within the project. However, by setting up the exhibitions, the partners will consider the following:

- Taking 30-40 m² space resembling a real house and equipped with the real household appliances, all with very high efficiency norms and all kinds of sensors and detectors, saving energy.
- Space will be constructed in such fashion as to permit an easy passage and look around for any interested person. In case of Slovenia and Spain, an actual house/building will be used while in the case of Croatia, it will rather be the “EE Corner” in relevant fairs and/or large department stores and similar.
- All pilot initiatives will be exhibited in a public space, accompanied with posters, photos and other promotional material from the other pilot initiatives launched within the project.
- The exhibitions will be promoted to the public via TV adds, pamphlets, fliers, newspaper adds
- Once finalized, three of the core partners (LEA, Koncar and APEC) will assist Karlovo in a creation of their own Intelligent House in Bulgaria.
- The exhibitions will be long-lasting (6 months minimum in one location in a highly public place)

3.1.3. Written materials

- Brochures

will be prepared for the presentation at the workshops and other conferences and events, as well as for sending out information to key players. Enabling constant availability of brochures is recommended to be prepared in a form suitable for distribution via e-mails or other electronic way or printed on paper (recommended use of recycled paper).

- Periodical bulletins

The bulletins will reflect upon current project activities and results achieved. Throughout the project partners will issue 5 semester bulletins and distribute 100 copies of each in respective countries. Aim of them is to keep target group updated with project issues, actions and achievements.

- Special print outs

adapted to specific actions, enabling maximum flexibility, including semester bulletins.

- Publications in journals and newspapers

Depending on the type of selected journals and newspapers, publications can be used to inform experts and potential clients as well as the general public about features and applications of the NIMSEC project. Both paths should be followed. Publications in specialized journals could be considered as supporting measures for presentations at conferences while informing the public might be important in order to prevent prejudices which could lead to resistance against future pellet technology implementations. The important criteria in this respect might be the willingness of the different newspapers to publish an article about the topic.

- Presentations at conferences

Presentations at conferences on the progress and the perspectives of the NIMSEC project could provide an important base for creating interest in and therefore attention to the results of the project. Experts and potential clients participating in high level conferences are often part of networks and can therefore function as multipliers. Due to the various different features of the NIMSEC project, presentations at conferences with energy, agriculture, waste, and environment related topics can be recommended.

3.1.4. Events

- Seminars for experts

one seminar per country in Spain, Slovenia, Croatia and Bulgaria: expert audience (such as companies installing EE equipment, energy audit entities, EE experts, representatives of company associations, representatives of companies producing EE equipment, representatives of the municipalities) and other interested public, 30 attendants, recapitulation of the achievements in the project, results, comments and discussions.

Having in mind the nature of the project participants and the territory they cover, each of the partners will be responsible for organising and promoting their own key note seminar and inviting the partners (supplying them information on the seminar that can further be distributed on the partners' corresponding territories), thus giving the seminars the necessary international scope. The partners will distribute information (agenda) about their seminars to other project partners and other international contacts they have. Other project partners will also be encouraged to participate and contribute to the seminar (e.g. a seminar in Slovenia could be organized just a day before or after the transnational meeting, when other project partners could participate with their contribution – holding a presentation). Other than that, Pomurje region of Slovenia is a border region – bordering to Austria, Hungary and Croatia, meaning that all project partners will use their established network and invite broader (international) public to take part in the seminars.

- General workshops

open to everybody, organized one in each participative country, with 1-2 days duration, expert lecturers with contributions on renewable energy and energy efficiency saving potentials, benefits, legal regulations, pro and cons etc.

- Organising of specific journeys

Such as visits to Smart energy corners/houses that will be established during the Project for target groups, including scholars.

- Information stands at trade fairs

Representation at trade fairs could be used to prepare for a future market introduction. Joint trade fair stands of companies involved in RES and EE industry could underline the evolving perspectives for the project. An example for a recommendable trade fair in which

to participate would be the energy and renewable energy related "GENERA", which takes place every two years in Madrid (Spain). Further information can be obtained from the trade fair's homepage on <http://www.ifema.es/ferias/genera/default.html>.

3.2. Target groups of the communication and dissemination activities

Active dissemination activities during the second half of the Project are those which target directly key persons and key players, organizations or institutions in different sectors related to the project, which are:

- **Local Authorities (LA)**

LA **NOT** participating in the project will be one of the principal target groups. The participating energy agencies cover a significant number of local communities in their respective areas, and SOS, for example, ***covers more than 100 Slovenian municipalities***. The project ought to serve as an attractive pilot example for the interested communities from the participant sphere of influence.

- **Industry and agriculture**

with the special focus on the **SME**. Local industry and agriculture sector, traditionally large energy consumers, are also the key target groups of the project. Thus, the partners will first try to involve as many industry and agriculture representatives as possible into the process of initial energy audit, establishing their current energy costs. In the second phase of the project, on the other hand, it is expected that the pilot projects will especially spark their interest. As a result, it is expected that the same give room to a series of future similar projects. Especially interesting in this sense could be the future involvement of large enterprises situated in the territory of the participant local authorities. Dissemination stage is, however, where their role will become essential as a large portion of the awareness, promotion and general dissemination activities will be directed at their respective sectors.

- **Transport sector**

The transport sector will be dealt with mainly indirectly through measures such as the voluntary accords made by the local authorities of the four main partners in Slovenia, Spain, Bulgaria and Croatia (in other words, Cádiz, Pomurje, Cakovec and Karlovo, which

might be expanded to the surrounding villages and region). Thus, the measures such as the instalment of the GPS systems and/or speed limits will be directed to these target groups.

- **General public**

The general public will be principally present in the project through the various associations and groups seeking to protect their interests (consumer associations and alike). Their involvement in the project will come through a full range of the dissemination activities. Thus, once the awareness campaign and the associated activities have been launched, the participation of these organizations will prove of the crucial importance giving more credence to the campaign and other dissemination activities. On the other hand, an existing network of their contacts and the existing channels of communication with the general citizenship will multiply the dissemination effects, making the same far more efficient.

- **Professional associations: engineers, engineering students, business cooperatives**

These cooperatives/associations have expressed their support for the project and will indirectly cooperate with the process of, for instance, launching the pilot projects and the training initiative. Since the latter will be highly technical in its content, their presence at this stage is essential. Insofar as the dissemination is concerned, they will use extensive contact with the construction sector and the opportunity of various specialized conferences, seminars and meetings to disseminate project's results.

3.3. Use of the NIMSEC logo and logotype

The NIMSEC logo and logotype used together graphically represent the Project. The word "logo" refers to the typographic symbol and the word "logotype" refers to the full name of the Project. The NIMSEC logo and logotype as well as the logo and logotype of the EC Intelligent Energy Europe Programme which supports the Project, should be placed on the material such as:

- letters, invitation cards, notifications, badges, lists of participants, panels, table flags, material for journalists, brochures
- foundations for presentations.



NIMSEC
Novel and Integrated Model of
Sustainable Energy Communities

Intelligent Energy  **Europe**

4. ANNEX I: Contact details per partner

LEA Pomurje

www.lea-pomurje.si

Mr. Bojan Vogrinčič (Co-ordinator)
Local Energy Agency Pomurje
Martjanci 36
9221 Martjanci, Slovenia
Tel: +386 25381354
Fax: +386 25381355
E-mail: lea.pomurje@lea-pomurje.si

Sol. Ren.

www.solucionesrenovables.com

Mr. Antonio Alarcón de León
Soluciones Renovables
Calle España, 2
29017 Malaga, Spain
Tel: +34 952 207 204
Fax: +34 654 322 204
E-mail: a.alarcon@solucionesrenovables.com

USAL

www.usal.es

Mr. Angel Vaquero Blanco
University of Salamanca (Polytechnic School of Zamora)
Patio de escuelas nº1
37008 Salamanca, Spain
Tel: +34 649 945 058
Fax: +34 923 294 502
E-mail: avb@usal.es

Mr. Georgi Karamchev
Municipality of Karlovo
1 Petko Sabev St.
4300 Karlovo, Bulgaria
Tel: +359 335 96754
Fax: +359 335 94660
E-mail: tsveti_ok@abv.bg

Mr. Georgi Simeonov
Regional Energy Agency of Pazardjik
2 Raiko Daskalov St.
4400 Pazardjik, Bulgaria
Tel: +359 34 442414
Fax: +359 34 442124
E-mail: reapazar@mbox.contact.bg

Dipl. Eng. Iliya Doychinov
Regional Energy Agency of Pazardjik
2 Raiko Daskalov St.
4400 Pazardjik, Bulgaria
Tel: +359 34 442414
Fax: +359 34 442124
E-mail: reap@mbox.contact.bg

Mr. Jasmin Kukec
Bistra Hiša Martjanci – Smart House Martjanci
Martjanci 36
9221 Martjanci, Slovenia
Tel: +386 25381354
Fax: +386 25381355
E-mail: smarthouse.si@gmail.com

APEC**www.agenciaenergiacadiz.org**

Mrs. Isabel Rodríguez Fernández
Provincial Energy Agency of Cádiz
Avenida del Puerto, 1. Edificio Trocadero 1ª planta. Oficinas C1 y C2.
11006 Cádiz, Spain
Tel: +34 956 293 779
Fax: +34 956 293 781
E-mail: informacion@agenciaenergiacadiz.org

SOS**www.skupnostobcin.si**

Mrs. Jasmina Vidmar
Association of Towns & Municipalities of Slovenia
1 Partizanska St.
2000 Maribor, Slovenia
Tel: +386 2 2341500
Fax: +386 2 2341503
E-mail: info@skupnostobcin.si

REDEA**www.redea.hr**

Mr. Ivan Plačko
REDEA Čakovec
2 Ruđera Boškovića St.
40 000 Čakovec, Croatia
Tel: +385 40374090
Fax: +385 40374089
E-mail: reda@ck.t-com.hr

Koncar**www.koncar-ka.hr**

Mr. Krunoslav Plačko
Koncar
Žitnjak bb
10001 Zagreb, Croatia
Tel: +385 1 2404608
Fax: +385 1 2404102
E-mail: krunoslav.placko@koncar-ka.hr