



Communication, Dissemination and Clustering Master Plan



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TECHNICAL REFERENCES

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1 Introduction

1.1 General information

The present deliverable, namely D6.1 “Communication, Dissemination and Clustering Master Plan” represents the Initial dissemination and communication plan containing all planned dissemination and communication activities that are going to be implemented throughout the entire lifetime of the project. The Communication, Dissemination and Clustering Master Plan provides important guidelines for both internal and external communication of the project and lists all planned communication and dissemination activities, tools and channels, and matches them with target stakeholder categories and key performance indicators.

This document will be a reference framework for evaluating the impact of dissemination and communication activities; and should be understood as a living document that will be updated and adjusted during the duration of the project whenever needed.

1.2 Executive Summary

This deliverable describes PLENTY-Life’s Communication and Dissemination Plan, as defined in Task 6.1 (“Dissemination & Communication activities”) of the Work Package 6 (“Communication and Dissemination”). WP6 is an “horizontal” work package, linked to the rest of the project’s work packages aiming to optimize the dissemination and communication activities, as well as to maximize project’s visibility to the general public and the relevant stakeholders. In Task 6.1 will be defined all dissemination and communication (D&C) activities, as well as the channels and tools to be used by the project partners to engage with the relevant stakeholders.

Deliverable D6.1 details PLENTY-Life’s outreach strategy and framework and outlines the project’s envisaged D&C activities, along with their Key Performance Indicators (KPIs). It is aimed to be a guiding document for the projects’ partners in order to align with the D&C main objectives and planned activities.

D6.1 presents the PLENTY-Life Communication, Dissemination and Clustering Plan and includes the following chapters:

1. Introduction - presenting general information, project summary and deliverable overview.
2. Project Background - pointing out the Project Objectives, Project partners and Consortium involvements.
3. Communication, dissemination and clustering strategy - establishing and highlighting the communication - dissemination and clustering principles, the key stakeholders’ categories, key messages and the main objectives of the strategy.
4. Project Identity for visual, Typography and European Acknowledgement.
5. Communication Activities tools and channels describing the channels of communication, indicators, public engagement and internal communication.
6. Dissemination and clustering activities for raising the project visibility and presenting main channels, tables of available events, in conformity with different stages of development of the platform.

7. Implementation, metrics and monitoring rules defining implementation phases, measurable targets and C&D rules for Plenty-LIFE project.

This document is the first of a series of three consecutive deliverables related to the D&C activities of the project. D6.1 first details the project’s D&C tools and activities, its plan, and the evaluation criteria, and it details the D&C activities until the end of the first year of implementation (M12).

D6.2 “Final publishable report” (M24) and D6.3 “Dissemination, communication and clustering activities report” (M36) will further detail and provide the updates of the implemented D&C actions throughout the project lifetime.

1.3 PLENTY-Life background

Project objectives

The PLENTY-Life project will focus on establishing an innovative methodology of stakeholder-based holistic integrated spatial and energy planning (HISEP) methodology. HISEP comprises building capacity of SMCTs in the field of integrated urban energy planning to enable them preparing and monitoring long-term sustainable energy strategies and plans tailored for their specific conditions to manage the clean energy transition and achieve carbon neutrality by 2030/2050.

Besides, it aims at Institutionalising the HISEP methodology that implies a cross-sectoral planning process - integrating energy systems with other development sectors - to plan the energy transition towards and achieve sustainable and efficient carbon neutral SMCTs.

PLENTY-Life will apply an innovative “spatio-temporal and multi sectoral planning” methodology that will be established by the team members of the project consortium, based on the combination and advancement of their previous research and development results.

The methodology will be fine-tuned during co-creation processes in pilots that will be empowered to deliver and monitor their clean energy strategies.

Project partners

The consortium includes 11 organizations from 5 different European countries: Austria, Belgium, Italy, Portugal and Romania. The list of the Partners, short name and Country is presented in Table 1: List of the Project Partners, Short Name and the country.

Table 1: List of the Project Partners, Short Name and Country

N°	Partner - Short name	Partner - Legal name	Partner Country
1	BOKU	UNIVERSITAET FUER BODENKULTUR WIEN	AT
2	AIT	AIT AUSTRIAN INSTITUTE OF TECHNOLOGY GMBH	AT
3	EURAC	ACCADEMIA EUROPEA DI BOLZANO	IT
4	EDP CNET	CNET CENTRE FOR NEW ENERGY TECHNOLOGIES SA	PT

N°	Partner - Short name	Partner - Legal name	Partner Country
5	BEIA	BEIA CONSULT INTERNATIONAL SRL	RO
6	BuildWind	BUILDWIND SPRL	BE
7	eKUT	EKUT GMBH	AT
8	TIMIS	JUDEȚUL TIMIS	RO
9	COMUNE DI DOLO	COMUNE DI DOLO	IT
10	CASTELFRANCOV	COMUNE DI CASTELFRANCO VENETO	IT
11	FUNDAO (CMF)	MUNICÍPIO DO FUNDÃO	PT

The consortium involvement can be summarized as follows:

- Providing inputs and review of the content for the project website, articles, press releases and newsletters. Important mention: Any core result of the project will be submitted to the consortium before publication. No comments received within two weeks will be considered as agreement;
- Proactive participation to PLENTY-Life presence on social media (share, retweets, chats, comments);
- Active participation in PLENTY-Life events and webinars: review of the draft agenda, preparation of the scientific and technical material, moderation;
- Participation to external events (local, regional, international) to promote PLENTY-Life project and results;
- Submitting scientific papers to peer-reviewed journals.

2 Communication, Dissemination and Clustering Strategy

2.1 Principles of Communication, Dissemination and Clustering

Effective communication and dissemination will lead to important benefits, not only for the project's purpose itself, but also to increase and better the reputation of all involved partners and stakeholders. Communication of the successes and results in an appealing and strategic way will ultimately generate benefits and outcomes beyond the project's scope and duration.

In order to communicate effectively, we'll have to be strategic, plan in advance, target our information, and choose the right audience, as recommended by CINEA¹ communication toolkit.

To this aim, PLENTY-Life consortium rely on the next general principles guiding our project C&D actions:

- **Creativity** - Focusing on a clear, coherent and attractive visual identity, catching attention with visual elements and key messages, telling a success story;
- **Getting into the mind-set of stakeholders** - Identifying and understanding the targeted audiences and aiming directly at their interests, in order to enhance relationships and connectivity; ensuring project information transparency and accessibility, thus gaining stakeholders' credibility;
- **Think, plan, act** – strategically - Setting the objective of the communicated aspect, know whom to address it to, decide on a tailored message, include the Life and EU logo and project number, choosing the right channel(s) and tactics, evaluating the impact of communication;
- **Thinking globally and acting locally** - Local and regional events are highly effective targets, building on local connections and networks, telling our story and taking it to the next level from local to international, by clustering with other international projects;
- **Building a project cluster raises awareness about the project benefits** - building on the strengths of the consortium members, becoming a trusted source and voice, contributing whenever and wherever possible to increase stakeholders' engagement.

2.2 Main objectives

In order to extend the reach and the impact of the PLENTY-Life project to the full range of key stakeholders (see Chapter 2.3 Key stakeholders / Target groups), which share an interest in Transition to clean energy, a comprehensive and coordinated strategy for communication, dissemination and exploitation of results is developed.

This strategy will allow to:

- Maximize project's scientific impact, enabling the value of results to be potentially wider than the original focus;

¹ European Climate, Infrastructure and Environment Executive Agency (CINEA) Communication Toolkit, https://cinea.ec.europa.eu/communication-toolkit_en

- Maximize project’s technical impact: Rise stakeholders’ level of awareness, understanding and acceptance related to the benefits of PLENTY-Life project;
- Make project results usable by others: academics, followers cities, other ongoing projects.

2.3 Key stakeholders / Target groups

The communication, dissemination and clustering strategy sets out specific, relevant target groups covering the full range of potential users in the Transition to clean energyY. Each activity will be tailored to the specific group, together with the message that will be conveyed.

For a comprehensive approach of stakeholders’ categories structuring, the QHC² (Quadruple Helix Collaboration) model has been analysed and chosen, so that PLENTY-Life Communication and Dissemination Strategy is implemented at the level of the four main categories, which will be further informed, aware and engaged: public entities, industry, research and academia, and civil society. Considering the objectives and the expected results of the project this 4helix stakeholders’ structure will contribute to effectively implement the communication, dissemination and clustering strategy.

Table 2: PLENTY-Life Target Audience groups / Key stakeholders present an outline of the target audiences of the project and their potential interest in PLENTY-Life activities.

Table 2: PLENTY-Life Target Audience groups / Key stakeholders

Target Group	Description	Objectives
1. Public entities	<ul style="list-style-type: none"> ▪ Policy Markers: Governmental officials, Regulatory bodies for Energy Market, Agencies active in fields of energy and environment; ▪ Municipalities; City Councils and/or County Councils; ▪ PLENTY-Life Pilots; ▪ Followers Cities. 	<ul style="list-style-type: none"> - To implement innovative strategies for the Transition to clean energyY - expected results in the PLENTY-Life project. - To support PLENTY-Life Pilots in implementing project activities.
2. SMEs and large enterprise	<ul style="list-style-type: none"> ▪ SMEs and entrepreneurs, operating in the clean energy transition: producer, prosumer, distributor (DSOs), supplier, consumer, ESCOs. ▪ Commerce Association and Local Businesses. 	<ul style="list-style-type: none"> - To participate in project's events for knowledge exchange.
3. Research and Academia	<ul style="list-style-type: none"> ▪ Partner universities and research institutes of consortium members. 	<ul style="list-style-type: none"> - To efficiently and periodically interact in order to develop an efficient networking and clustering. - To participate in project's events for knowledge exchange.
4. Civil society	<ul style="list-style-type: none"> ▪ End-users; NGOs 	<ul style="list-style-type: none"> - To indirectly support the project results by

² Arnkil, R.; Järvensivu, A.; Koski, P.; and Piirainen, T. (2010). *Exploring the Quadruple Helix Report of Quadruple Helix Research For the CLIQ Project*, 28 June 2010, <https://trepo.tuni.fi/bitstream/handle/10024/65758/978-951-44-8209-0.pdf?sequence=1&isAllowed=y>

Target Group	Description	Objectives
	<ul style="list-style-type: none"> Professional organizations; Social Enterprises; Mass-media. 	further disseminating/promoting the project's objectives, activities etc.

In Table 3: PLENTY-Life Specific tools and channels is highlighted the interconnection between the key stakeholders' categories and the specific communication - dissemination and clustering tools and channels used in our project.

Table 3: PLENTY-Life Specific tools and channels

Target group / Channel	Tool / Channel information	Public Entities	SMEs and large enterprise	Research and Academia	Civil society
Project materials	Flyers, posters or factsheets will be developed to communicate key outputs of the project to specific groups and will be used in conferences, workshops and presentations.	X	X	X	X
Social Media	The online presence in existing social communities around the project's topics will support the dissemination and clustering activities with similar related projects and their social media channels will be considered.	X	X		X
Videos	Different video materials, event recordings will be uploaded on the project website and youtube channel to further disseminate the project results.	X	X		X
Events	Stakeholders' engagement events (i.e. knowledge sharing workshop or webinars) will be organized to raise awareness about the project and its benefits, to help consolidate the link with the key audience (targeted group), enhance their knowledge about clean energy transition, increase their involvement during the project lifetime and co-create	X	X	X	X
Publications and participation in conferences	Articles will be published and presentations will be submitted to national/international events to draw attention upon the project objectives and the most significant achievements.	X	X	X	
Capacity building	Activities performed together with the pilot and follower cities related	X	X		

Target group / Channel	Tool / Channel information	Public Entities	SMEs and large enterprise	Research and Academia	Civil society
	<p>stakeholders (i.e. public entities and energy producers/prosumers/distributors/suppliers/end-users) will have a major role in:</p> <ul style="list-style-type: none"> - providing clear and trustworthy information to enhance the level of knowledge and understanding, - raising awareness about the project - its objectives and expected results, <p>engaging and co-creating a proactive and efficient SECAP ecosystem.</p>				

2.4 Key Messages

In order to address each key stakeholder's categories, a set of key messages were created, linked to both the project objectives and the hot topics of the society, thus contributing to the fulfilment of the communication, dissemination and clustering objectives.

The following messages, associated with PLENTY-Life project objectives, are particularly relevant for addressing public entities mainly, and secondary research-academia, civil society and, finally, industry, as they emphasize the importance of local action, economic benefits, climate change mitigation, collaborative planning, and immediate action towards clean energy transition:

1. Empowering Municipalities to Enable the Clean Energy Transition
2. Unlocking Climate Neutrality: HISEP Methodology for Sustainable Energy Planning in SMCTs
3. Leading the Way: Demo SMCTs Paving the Path for Clean Energy Transitions.
4. Shaping a Sustainable Future: Building Capacities for Clean Energy Transition.
5. Towards a Greener Future: Empowering Cities with Sustainable Energy Strategies.
6. Inspiring Communities: Co-creating Sustainable Clean Energy Transitions
7. Measuring More Than Numbers: PLENTY-Life's Impactful Clean Energy Monitoring.
8. Examples to follow: Sharing PLENTY-Life's Clean Energy Best Practices with Follower Cities.

The fulfilment of these 8 project objectives will generate 3 key results that were summarised in the following "outcomes-messages":

- a. Providing Capacity Building Programme
- b. Innovation for Clean Energy Transition
- c. Inspiring other Communities to Replicate

3 Project visual identity

This section describes the project visual identity and how it's showcased on various dissemination & communication (D&C) channels according to article 17 of ANNEX 5 from GA, and aims to ensure that all D&C activities of the project, including reports, website, flyers, posters, presentations and banners, will have a professional and uniform look.

This homogeneous and coherent visual identity greatly facilitates recognition by the different stakeholders that will be engaged with the project activities. All the materials produced during the project lifetime can be used by the grating authority, internal or public, for information, communication, dissemination and publicity purposes, following the specific rules from ANNEX 5 of GA.

3.1 Project logo

The project logo, as shown in Figure 1: PLENTY-Life logo, has been designed to help the external audience easily identify PLENTY-Life projects and to increase the PLENTY-Life project visibility by providing a corporate identity from the very beginning of the project.



Figure 1: PLENTY-Life logo

Colours' code for the Project's Logo are defined in Table 4: PLENTY-Life Colour codes. Also, the black and white versions are using HEX #000 for black and #fff for white.

Table 4: PLENTY-Life Color codes

(Source: own illustration 2023)

Logo colours	Shades of Logo colors
<p>BLUE</p> <p>HEX: #376FE5</p> <p>RGB: 55, 111, 229</p> <p>CMYK: 76,52,0,10</p>	<p>BLUE</p> <p>HEX: #9CB9F6</p> <p>RGB: 156, 185, 246</p> <p>cmyk: 35, 21, 0, 0</p>
<p>GREEN</p> <p>HEX: #00B050</p> <p>RGB: 0, 176, 80</p> <p>CMYK: 100,0,55,31</p>	<p>GREEN</p> <p>HEX: #80D6AA</p> <p>RGB: 128, 214, 170</p> <p>CMYK: 47, 0, 44, 0</p>
<p>YELLOW</p> <p>HEX: #FACB04</p> <p>RGB: 250, 203, 4</p> <p>CMYK: 0,19,98,2</p>	<p>YELLOW</p> <p>HEX: #FEF6D6</p> <p>RGB: 254, 246, 214</p> <p>CMYK: 0, 2, 19, 0</p>

Additional details related to the project visual identity are presented in PLENTY-Life Brand Guide.

3.2 Project typography

The Project’s Logo is made through a combination of two separate fonts: Montserrat Black for “PLENTY” and Oooh Baby for “Life”. This gives a clear word separation, makes the design more pleasing and ensures readability.

The fonts were also selected to make the project’s logo easy to understand at different sizes, coloured or black and white and on different background types.

Montserrat is available on <https://fonts.google.com/specimen/Montserrat> including the BOLD 900 variation that is used for the “PLENTY” part of the logo.

Made by Robert Leuschke, the “Oooh Baby” can be obtained from <https://fonts.google.com/specimen/Oooh+Baby> and it’s used for “Life”. Some modifications were added to make the font more readable on smaller size variations.

Project’s website uses the DM Sans as the primary font, which is available on <https://fonts.google.com/specimen/DM+Sans>.

Digital marketing material will be designed using also this DM Sans font, while printed marketing materials (i.e. posters, roll-ups, leaflets and factsheets) will be made using “Open Sans” font <https://fonts.google.com/specimen/Open+Sans> which is better suited and more readable on paper, in both versions (digital or printed) in combination with Arial for the main content (paragraphs, contact information, acknowledgement).

3.3 European acknowledgement

All communication materials will have to include the Life Programme Logo - Special logos.

Communication activities and infrastructure, equipment or major results funded by the grant must display the followings:

- the LIFE Programme logo:



- the disclaimer and the Acknowledgement:

“Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.

The Plenty-LIFE project has received funding from the LIFE programme of the European Union under de project no. 101081061.”

The rules, related to the way Life Programme and Plenty-Life project logos will be used and associated, are presented in PLENTY-Life Brand Guide and will have to be observed by all partners, throughout the duration of the project.

All published communication material will include a link to the PLENTY-Life website where further project related information and news are publicly displayed.

Based on this fundamental elements of PLENTY-Life, visual identity templates were created as support for all future communication and dissemination activities, starting from the graphic design and content structure of the project deliverables/reports up to online tools and offline materials (i.e., website, flyer, leaflet, poster, roll-up, PowerPoint presentation, etc.). More details about the graphics and content structure are presented in PLENTY-Life Brand Guide.

4 Communication activities, tools and channels

PLENTY-Life communication activities are aiming to raise the level of knowledge, understanding, acceptance and involvement of the 4helix categories of key stakeholders.

Communicating about the project actions and main results requires the use of available project's partners channels and tools, and the development of additional ones. This common effort will help us reach multiple audiences and preserve a strong communicational bond among partners. All communication activities mainly aim to inform and reach out local and regional communities and show the benefits of the research work performed under the LIFE Project Grants framework and specifically within the PLENTY-Life project.

In the next sub-chapters (4.1 – 4.6) external communication activities, tools and channels are detailed, and sub-chapter 4.7 will present the internal communication at project level.

4.1 Project website

The PLENTY-Life project website was launched on March 30th, 2023. The main objectives of the website are:

1. to promote the project's public image and serve as a main online access point for the different target groups.
2. to serve as a transparent and accessible information source, highlighting project objectives, activities, outcomes, and relevant updates.
3. to serve as a repository of information. The website (see Figure 2) is publicly accessible. It is a fully functional and responsive web portal that contains comprehensive information on the aims and objectives of PLENTY-Life with easy access and a user-friendly interface to retrieve information and any public material generated within the project, as well as materials gathered via the various work packages activities.

The PLENTY-Life website URL is <https://plenty-life.eu> and a preview of the homepage of the PLENTY-Life website is shown in Figure 2: PLENTY-Life Website Responsive Views. The website will be kept online for 5 years after the project ends.

The website base structure is:

- Home
- About
 - Concept and Methodology
 - Objectives
 - Consortium
- Pilot Study Cases
 - Austria
 - Italy
 - Portugal
 - Romania
- News

- Contact
- Privacy Policies

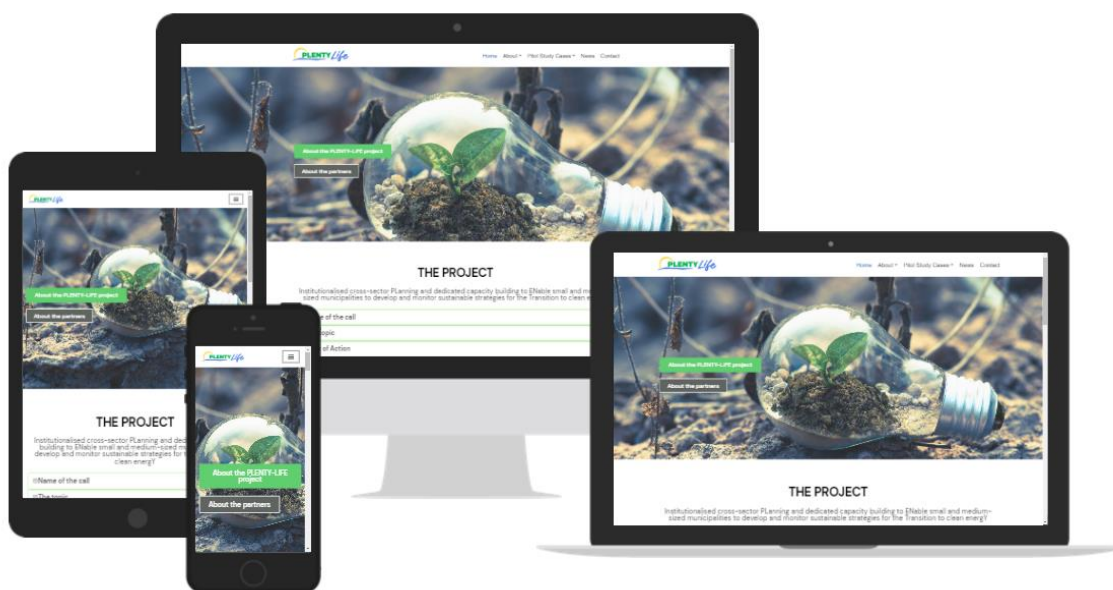


Figure 2: PLENTY-Life Website Responsive Views

The web page will be periodically updated by requesting, to all partners, new information for the following sections: news (i.e. press releases, articles published in the press); pilot case studies; publications (i.e. articles published in specialized magazines). Additionally, WPs leaders will send us, WP6 leader, the public deliverables, after being approved by the project officer, to be uploaded in the Publications section.

The partners will also be asked to translate the text inside the website pages into their native languages.

4.2 Social Media

The social media channels chosen for the project are Twitter, LinkedIn, Facebook and YouTube. PLENTY-Life project social media accounts, namely Twitter and LinkedIn page, were launched on April 27th, 2023 as part of the communication tools that will be utilized within the project. Also, Facebook pages and Youtube channels were created. These four PLENTY-Life social media channels are further detailed in sub-chapters 5.2.1-5.2.4. The social media channels are specifically used to communicate and disseminate project progress and results in a way that is not overly technical and can be easily understood by non-specialists and the general public.

The partners will be regularly, at least quarterly, reminded by the WP6 leader to provide content for the social media channels and to be proactive through comments, sharing posted information on other online channels (i.e. their company websites and social media accounts) (see Chapter 7.3. Communication and dissemination rules).

4.2.1 X (former Twitter app)

PLENTY-Life's X (former Twitter app) channel (https://twitter.com/PLENTY_Life) was the first project communication on social media. A screenshot of the X (former Twitter app) account can be seen in Figure 3 below.

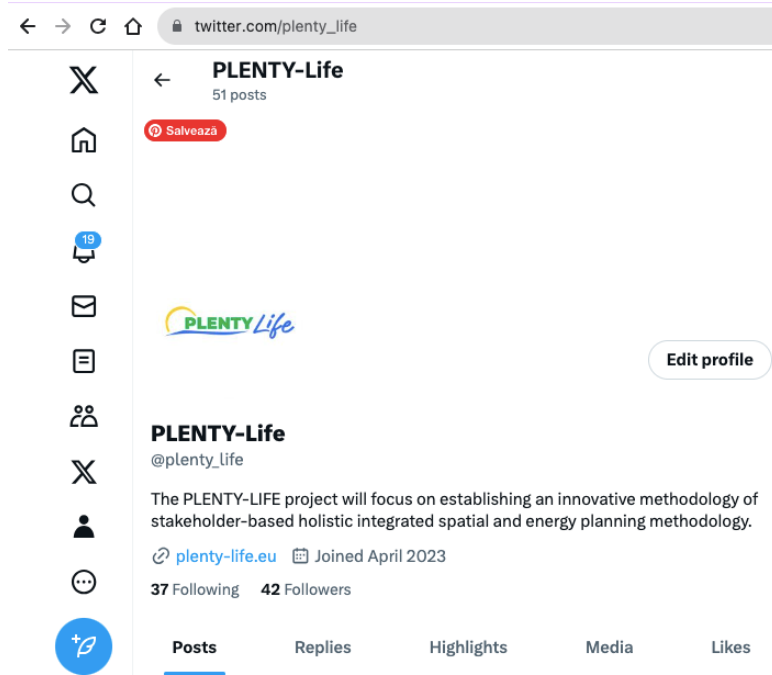


Figure 3: PLENTY-Life Twitter profile

4.2.2 LinkedIn

The LinkedIn account page <https://www.linkedin.com/company/plenty-life/> is displayed as shown in Figure 4: PLENTY-Life LinkedIn page. In the coming months the objective is to increase the number of followers and make the project appreciated.

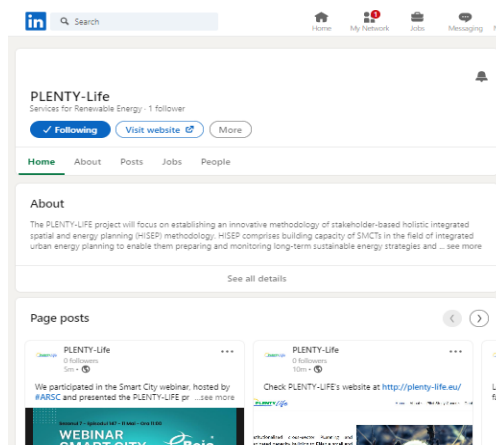


Figure 4: PLENTY-Life LinkedIn profile

4.2.3 Facebook

Plenty-Life Facebook account, which is previewed in Figure 5: PLENTY-Life Facebook, can be accessed at the following link <https://www.facebook.com/plentylifeproject>.

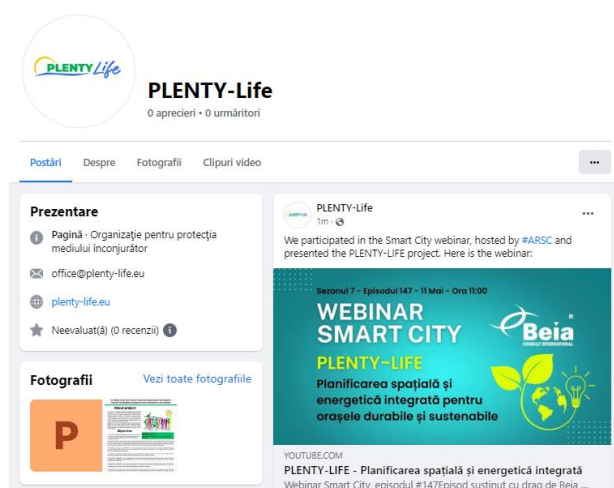


Figure 5: PLENTY-Life Facebook page

4.2.4 YouTube

The Plenty-Life Youtube channel is available with the name @plentylifeproject and can be accessed at following link: youtube.com/@plentylifeproject. A preview at the profile is available in the Figure 6: PLENTY-Life Youtube.

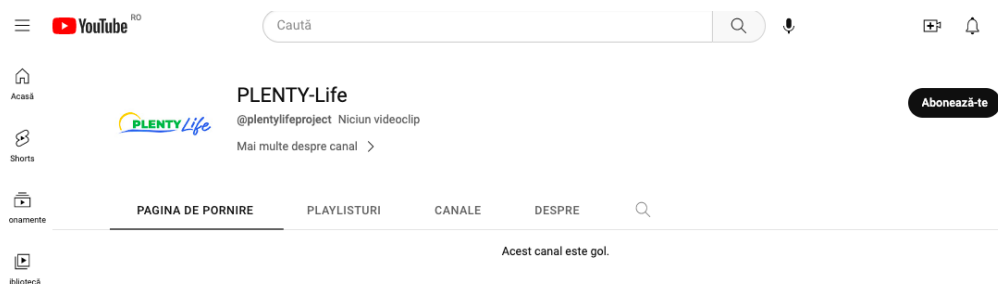


Figure 6: PLENTY-Life Youtube

4.3 Off-line and online project materials

The off-line and online materials that will be prepared in order to properly present the project, the motivation behind carrying out its work, its technological framework and context of the field, as well as the objectives to be accomplished, will include a number of project factsheets/flyers, posters and power-point presentations. Roll-ups will also be created for display in conferences and other project events (see chapter 7.2. Metrics). For additional details related to materials' templates please check PLENTY-Life Brand Guide.

4.4 Video materials

Videoclips, video recordings presenting the project event or specific pilots, will be produced by PLENTY-Life partners during the entire period of the project. Video content will also be prepared for and used during the capacity building programs to be unrolled with PLENTY-Life city pilots. The clips will convey more in depth but easy to understand information about the project.

One video is already published based on the presentation of the project during an ARSC online session and can be found on their YouTube channel at

<https://www.youtube.com/live/4kXsp4Q5lc>

4.5 Newsletters

The Newsletters will be produced periodically, at least one newsletter every year during the project life time, by WP6 leader, under the guidance of the project coordinator and with input from the project partners. The Newsletters will provide information on project progress and results as well as links to public deliverables, articles, news, events and support to the communication campaigns of the project partners. Additional details related to the proposed content structure and graphic design of the newsletter are available in the Brand Guide.

Newsletters will be made available on the project website, in order to improve visibility of the project activities via electronic means, subscription to the newsletter being possible from the website.

Also, the newsletters will be distributed to different mailing lists, to foster inter-communication with other relevant research actions, projects and technical communities at European, national and regional level.

To this aim, several CMS (Content Management System) tools will be analysed to be used for streamlining the project dissemination process, like for example Mailchimp – a powerful automation platform, with advantages related to: easy-to-use interface; compatibility with various devices; and security and compliance with current GDPR regulations.

4.6 Public engagement

During the project implementation, the consortium will prioritize the creation of a community around the PLENTY-Life concept, which will include key stakeholders' categories (i.e. research and education institutions, the public sector bodies, the industrial/business associations and individual businesses/technology providers, and the civil society and non-governmental organizations).

The co-creation process which involves and engages the stakeholders of the pilots (WP5) will be supported by WP6 namely by the public engagement activities. At the same time stakeholder engagement will sustain WP3 and WP4 activities.

The public engagement process will be conducted to fulfil WP5 objectives, by involving several stakeholders in the process of co-creating the long-term energy and climate strategies for the pilot municipalities.

Thus, stakeholders will be involved in the CET (Clean Energy Transition) strategies and plans development, from the early stage of the project, in order to support the co-creation process.

4.7 Internal Communication

A strong Internal communication will be able to support a successful external communication, especially with the stakeholders. The main Internal communication channels are email, tele-

conference and phone-calls. Consortium members communicate mainly by email. The status meetings are monthly organized using MS Teams on the last working day of Friday. During each project meeting notes are taken using the minutes template set for the project.

The project coordinator, BOKU UNIVERSITAET FUER BODENKULTUR WIEN, ensures the proper management and administration of the project, appropriate contact with The European Climate, Infrastructure and Environment Executive Agency and The European Commission, and communicates relevant and timely information on the necessary steps related to the content of the work. They also perform and execute all legal, contractual, financial and administrative obligations and any tasks as stipulated in the project grant agreement.

The project coordinator is responsible for timely coordination, development and delivery of progress, interim and the final project reports and related costs statements. The project coordinator collects reports from work package leaders and communicates with the project partners.

For a successful project outcome, the consortium will communicate internally based on the following key value as is presented in Figure 7: Key Value for Internal Communication.



Figure 7: Key Value for Internal Communication

4.7.1 Project cloud

For the PLENTY-Life Project, the Partners choose SharePoint, Team Collaboration Software Tools from Microsoft. The Project library is available at SharePoint. <https://aitonline.sharepoint.com/>.

The access to the SharePoint and all the content uploaded is private and available for all partners. All the relevant PLENTY-Life project documents are available on SharePoint. The Cloud base structure is as follows:

- 01_Admin: legal documents and management information;
- 02_WPs Tasks Deliverables: all WPs on subfolders with their respective tasks;
- 03_Meetings & Minutes: relevant presentation documents and minutes;
- 04_Templates, Communication, Dissemination
- 05_Proposal and evaluation: project proposal.

4.7.2 Contact database

The CONTACT DATABASE containing all partners' contact information is available on SharePoint to make it easier to communicate internally. Each partner team member is listed in the contact database together with their relevant task number and WP.

5 Dissemination and Clustering Activities

The overall aim of the PLENTY-Life dissemination activities is to enhance cooperation and contribute to science development, by sharing and exchanging knowledge and the project results. Thus, project outcomes will be used by specific target audiences to progress their own work, i.e., to build upon the knowledge generated by PLENTY-Life, utilizing the advancement of technology, science, industry and policy.

Key stakeholders / Target groups of the project have been identified in Chapter 2 as well as specific dissemination tools and channels, tailored to the needs and profile of the target audience. Also in the private Cloud, a document has been created to manage the dissemination activities, as recommended future events, conferences and publications, through which Plenty-LIFE results and knowledge to be promoted and shared–. This document will be updated continuously during the project period.

The dissemination activities will be supported by three main tools/channels:

1. Publications
 - a. Peer-reviewed publications in scientific journals
 - b. White papers
2. Events
 - a. Conferences
 - b. Workshops, demonstrations and webinars
3. Networking / Clustering with relevant Life projects
 - a. Pan-European Stakeholders
 - b. Standardization bodies
 - c. Invitations from CINEA to present PLENTY-Life

The Target Audiences of PLENTY-Life, along with the specific dissemination objectives of each target audience group, are presented in Table 5: PLENTY-Life Dissemination tools.

Table 5: PLENTY-Life Dissemination tools

Target tools	Description	Dissemination objectives	Expected impact on the project
Publications	Peer-reviewed publications in scientific journals White papers	To present the results and new R&I initiatives with industry representatives, and research & education environments.	Peer-reviewed publications in scientific journals will disseminate innovative research and findings. White papers provide comprehensive insights into project objectives, methodologies, and outcomes, serving as valuable resources.
Events	Conferences Workshops, demonstrations and webinars	To adopt the technological outcomes of the project	Participation in conferences facilitates the dissemination of project results, sharing of knowledge and lessons learned, and ideas exchange. Workshops, demonstrations, and seminars offer hands-on experiences, practical demonstrations, and

Target tools	Description	Dissemination objectives	Expected impact on the project
			interactive sessions to foster collaboration and capacity building.
Networking/ Clustering	Relevant Life Projects; Pan-European Stakeholders; Standardization bodies; Invitations from CINEA to present PLENTY-Life	To adopt the technological outcomes of the project	Collaboration with relevant Life projects promotes collective efforts and synergy towards a common goal. Engagement with Pan-European stakeholders establishes connections and nurtures partnerships for wider impact. Active participation in standardization bodies contributes insights, experiences, and expertise to influence industry standards and ensure seamless integration within existing frameworks.

5.1 Publications

The research outcomes of the PLENTY-Life project will be published in high-impact, scientific (peer reviewed) journals. An indicative shortlist of high impact factor journals, in which the PLENTY-Life partners will seek to publish articles, is presented in Table 6: Indicative list of Journals.

However, these indicative lists do not preclude the possibility to pursue other publications as well. The project partners can also publish in other scientific journals, which focus on topics that are relevant to the activities of PLENTY-Life.

It should be noted that PLENTY-Life publications can be deposited as machine-readable electronic copies in repositories enlisted in Open AIRE (Open Access Infrastructure for Research in Europe), such as Zenodo (or similar service).

To ensure the open access to the deposited publications, PLENTY-Life consortium partners will be free to choose between self-archiving (“green” Open Access) and open access publishing. A live repository for registering and monitoring the publications of all PLENTY-Life partners is maintained throughout the project.

Table 6: Indicative list of Journals

Journal	Impact Factor	Website
Sustainable Cities and Society	10.696	https://www.journals.elsevier.com/sustainable-cities-and-society
Energy Policy	7.576	https://www.journals.elsevier.com/energy-policy
Urban Climate	6.663	https://www.sciencedirect.com/journal/urban-climate
Energy for Sustainable Development	5.655	https://www.journals.elsevier.com/energy-for-sustainable-development

Journal	Impact Factor	Website
Cities	6.077	https://www.journals.elsevier.com/energy-and-buildings
Energy, Sustainability and Society	4.494	https://energysustainsoc.biomedcentral.com/

Information related to indicative journals are constantly updated by each PLENTY-Life partner, in the SharePoint, where the first Communication & Dissemination tool “WP6 CD Planning” is located. Additional details related to this CD tool can be found in Chapter 7.3 Communication and dissemination rules.

5.2 Events

PLENTY-Life consortium members will contribute to relevant international and national events by participating with the support of posters, flyers and presentations in order to raise the stakeholders’ awareness and facilitate knowledge sharing, thus increasing the project impact.

Participations in such events will leverage the engagement of PLENTY-Life with industrial actors as a vehicle to inform relevant stakeholders and incentivise the project’s business plan and targeted outputs.

The scientific results and solutions provided by Plenty-life will be presented at specialized conferences in the relevant domains as recommended in Table 7: Indicative list of Conferences.

This indicative list of targeted events, including conferences and fairs, can be of interest for PLENTY-Life partners to attend and disseminate project results. This list will be regularly updated and shared with all project partners in order to identify relevant events well in advance.

Table 7: Indicative List of Events

Event name and URL	Proposed by:	Event type	Date	Location
eLSE Conference	BEIA	INTERNATIONAL CONFERENCE	April 27 - 28, 2023	Bucharest, Romania
The Energy and Managing Authorities (EMA Network)	BEIA	EXPERT MEETINGS	24 - 25 May 2023	Brussels, Belgium
Webinar ‘Opportunities to finance energy transitions’	BEIA	TRAINING AND WORKSHOPS	25 May 2023	online only
SOLAR ENERGY BUCHAREST SUMMIT	BEIA	CONFERENCE	25 May 2023	Bucharest, Romania
9th Energy Infrastructure Forum	BEIA	CONFERENCES AND SUMMITS	12 - 13 June 2023	Copenhagen, Denmark
European Sustainable Energy Week 2023	BEIA	CONFERENCES AND SUMMITS	20 June 2023	Brussels, online
Urban Future	BOKU	CONFERENCE	June 21-23, 2023	Stuttgart, Germany

Event name and URL	Proposed by:	Event type	Date	Location
REAL CORP Urban Planning and Regional Development in the Information Society	BEIA	INTERNATIONAL CONFERENCE	24 - 29 September 2023	Ljubljana, Slovenia
18th SDEWES conference	BEIA	INTERNATIONAL CONFERENCE	24 - 29 September 2023	Dubrovnik, Croatia
16th European Nuclear Energy Forum	BEIA	CONFERENCES AND SUMMITS	6 - 7 November 2023	Bratislava, Slovakia

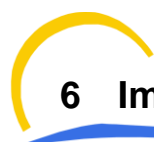
Information related to indicative events of interest for the project are constantly updated by each PLENTY-Life partner, in the SharePoint, where the first Communication & Dissemination tool “WP6 CD Planning” is located. Additional details related to this CD tool can be found in Chapter 7.3 Communication and dissemination rules.

5.3 Networking / Clustering

A strategic approach is emphasized to foster collaboration and expand the reach of the PLENTY-Life initiative. The focus lies on clustering relevant LIFE21-CET projects, bringing together initiatives that share a common vision. Initiating the contact with #smartenergycluster – a new cluster of European projects, will also be an objective to reach, in order to widen the networking area for PLENTY-Life. These initiatives will create a vibrant ecosystem of like-minded projects, enabling knowledge sharing, resource pooling, and collaborative efforts towards achieving shared goals.

Additionally, the commitment to match-making activities with Pan-European stakeholders is highlighted, aiming to establish connections and partnerships that enhance the impact of PLENTY-Life.

Recognizing the significance of standardization, active participation in events organized by standardization bodies is emphasized, contributing insights and experiences to shape industry standards and ensure the seamless integration of PLENTY-Life within existing frameworks. The dedication and accomplishments in this regard have resulted in invitations from CINEA to present PLENTY-Life, validating the importance and potential of the initiative and providing an opportunity to showcase innovative ideas to a broader audience.



6 Implementation, metrics and monitoring rules

6.1 Implementation

The PLENTY-Life Communication, dissemination and clustering Activities' Time plan is subdivided into three major phases, based on the experience acquired by related projects, other works and best practices and it continues to Phase 4 - Valorisation described into the WP 7. Each of the dissemination and communication phases has its own objectives, target audiences, channels and goals, corresponding and parallel to the project progress.

Figure 8: PLENTY-Life Communication and Dissemination Phases indicates the four phases, their spans, and the type of information associated with each phase. As highlighted in the figure below, PLENTY-Life is currently in the Awareness Creation Phase.

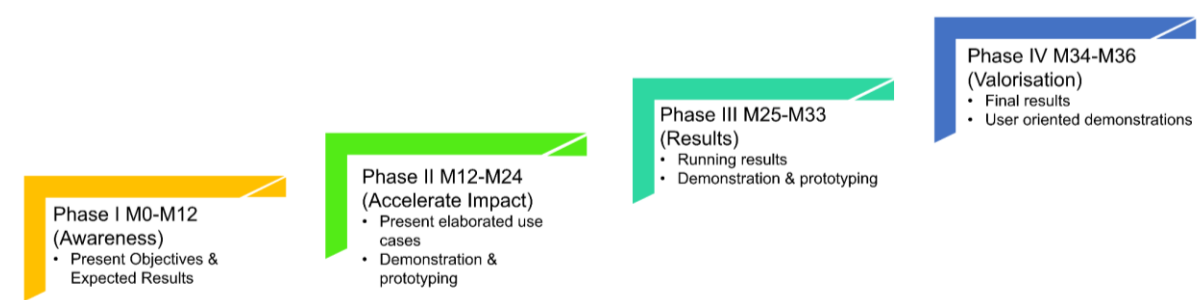


Figure 8: PLENTY-Life Communication and Dissemination Phases

Also, the Communication and Dissemination phases are presented in detail in Table 8: PLENTY-Life Communication and Dissemination Phases and Planning.

Table 8: PLENTY-Life Communication and Dissemination Phases and Planning

ID.	Phase name, and period	Goals:	Type of Information	Target Groups	Channels
1.	Awareness Creation (M0 – M12)	General visibility; Attracting potential collaborators	Presentation of PLENTY-Life; Objectives of PLENTY-Life; Expected results of PLENTY-Life;	Public Entities SMEs and large enterprises Research and Academia Civil society	Website; Social media channels; Brochure and poster; Specialised events, workshops.
2.	Impact Acceleration (M12 – M24)	Increasing visibility of the outcomes and results of the project; Attracting potential followers' cities.	Presenting elaborated use cases of PLENTY-Life; Demonstration.	Public Entities; SMEs and large enterprises; Research and Academia; Civil society; Other Life Projects and EU initiatives (i.e. EUSEW, COM, CRIT).	Conferences, workshops; Publications in journals; Special session in congresses/conferences; Networking / Clustering; Website; Social media channels.

ID.	Phase name, and period	Goals:	Type of Information	Target Groups	Channels
3.	Results (M25 – M33)	Attracting potential End users; Engaging stakeholders.	Capacity building and public engagement in order to reach the results of the project.	Public entities (all pilots, follower cities, SECAP ecosystem); SMEs and entrepreneurs, operating in the clean energy transition: producer, prosumer, distributor (DSOs), supplier, consumer, ESCOs.	Capacity building events; Workshops; Website; Social media channels
4.	Valorisation, WP 7 (M 34 - 36+)	Demonstrating results to Follower cities.	Final results of PLENTY-Life; User-oriented demonstration. Increase the engagement of follower cities.	Public Entities; SMEs and large enterprises; Research and Academia; Civil society; Other Life Projects and EU initiatives (i.e.EUSEW, COM, CRIT).	Website; Demonstrations; Publications in journals or press; Industry Focused events; Client demonstrations and clustering.

6.2 Metrics

This section presents the success indicators of the aforementioned dissemination and communication activities of the project defined by measurable targets that will be evaluated and monitored throughout the lifetime of PLENTY-Life, as shown in Table 9: C&D&C Metrics, Success Indicators & Target Value.

Table 9: C&D&C Metrics, Success Indicators & Target Value

ID	Communication/ Dissemination tools and channels	Success Indicators	Target Values	Timeline
1.	Project Website	Search Engine Optimization metrics	Online by month 6; Unique visitors from M12: 30; from M36> 100	M1-M36
2.	Social media	#of users/ followers	LinkedIn>100 followers; Twitter > 200 followers; Facebook > 100 likes YouTube>50 followers	M1-M36
3.	Newsletters	#of publications	Newsletters: >3	M1-M36;

ID	Communication/ Dissemination tools and channels	Success Indicators	Target Values	Timeline
			>1 Newsletter per year	
4.	Videos (Clips /recordings / live streaming)	#of video clips and views	Number of online videos: >7 Number of video views: > 50 per video	M1-M36
5.	Dissemination material	#material and hardcopies	Flyer/Factsheet>1; >50 copies Roll-up/Posters/PowerPoint>1	M1-M36
6.	Scientific publications	#of publications	Journals >3; Conferences >10	M1-M36
7.	Networking/ Clustering	#of other life projects	Other Life projects>2	M1-M36
8.	Capacity building	#of events over the course of the project	Questionnaire>1 for each pilot; Online capacity building tutorials (general) >1; Webinars >3 (information, awareness, engagement and co-creation)	M1-M36
9.	Press Release	#n° of press release	Press release>3	M1-M36

6.3 Communication and dissemination rules

In order to achieve the C&D success indicators set out in the previous chapter 7.2 Metrics and deliver effective C&D activities, partners shall take BEIA, as responsible for Communication & Dissemination, and the coordinator BOKU informed about any project-relevant communication activities and initiatives undertaken.

The constant internal communication and collaboration with the project partners will ensure an optimal monitoring of the carried-out CD activities. Thus, 2 working tools dedicated to WP6 were loaded into the project cloud SharePoint:

- the planning tool - for mapping-out potential activities of interest for the project;
- the reporting tool - for tracking and analysing the results and impact of CD activities already implemented within the project.

WP6 CD Planning Tool

The purpose of this tool is to have a common understanding of the CD activities and actions that each partner intends to undertake within the project. These activities are indicative. For example, one partner identifies an international event (online/physical, hybrid), adds it to the planning, and

it may happen that another partner becomes interested and available to participate. The structure includes:

- Workshops - Capacity Building, Co-creation (WS) and National Workshop (WSN) planned to be organised;
- Indicative list of Conference of interest;
- Indicative list of Events of interest;
- Indicative List of Journals suitable for scientific papers related to PLENTY-Life projects outcomes;
- News planned to be delivered, to be made public via social-media and the project website.

WP6 CD Reporting Tool

This CD tool is aiming to monitor all CD activities performed during the lifetime of PLENTY-Life project, and has the following structure:

- Press Releases - issued by the WP6 leader (BEIA) with BOKU approval, and uploaded to the project website;
- News - related to the PLENTY-Life project that partners have already uploaded to their own website, social media and media channels.
- Publications – online or printed published articles by each partner or by PLENTY-Life consortium in journals/indexed publications/conference proceedings; in the case of a single partner author the article will be published with the prior approval from BOKU.
- Video Materials - video/recording(s) from each partner; to be further uploaded by BEIA on projects' websites and social-media accounts; BOKU approval is requested just for video productions.
- Posters-Presentations - posters and/or presentations (ppt) displayed/submitted by each partner at different workshops/events/conferences.
- Events Workshops - related to attended WS and/or WS organised by each partner as capacity building, co-creation, e-learning, national event, etc.
- Clustering - details related to other project's / clusters with similar topics as Plenty (i.e. Life Programme, Horizon EU) that have been addressed with prior approval from BOKU, with which there has been an exchange of best practices and techniques, and with which we remain in contact throughout the project duration.

The content and the overall message of the press releases should be agreed with the BEIA and BOKU. Both are available to discuss the content and/or the visual presentation of communication and dissemination materials.

All C&D activities should be reported periodically (at the beginning of each semester – M6, M12, M18, M24, M30 and before the final reporting period). The same six-month periodicity will be maintained for collecting information provided by the consortium partners for each newsletter content development.

The dissemination of project results included in different reports/deliverables is permitted, online and offline, only after the report/deliverable was fully approved to go public by the project coordinator. To this aim, each partner shall keep BEIA and BOKU informed about their dissemination activities.

The key of the optimal implementation of this master plan will be the active involvement and constant reporting of each project partner.

The whole PLENTY-Life consortium is expected to contribute to the project communication and dissemination activities. Therefore, the consortium will be kept up to date of the key actions metrics and will provide their input. Project partners are also expected to bring in their local knowledge and connections for promoting the project results and organizing local workshops. Moreover, they are all expected to contribute to raise their visibility in the appropriate stakeholders' groups.

A continuous reporting process will be implemented; thus, each partner will periodically, according to the above mentioned, fill-in the Table 10 that is available as an excel document and accessible for all consortium members in the SharePoint.

Table 10: Reporting summary of the communication, dissemination and clustering activities

Responsible partner	Date and location	Type of activity Name of person	Title	Audience outreach	Proof
Partners' acronym	dd.mm.yyyy	Press-releases; Online articles, Publication in journals, Poster or PowerPoint presentation; Social media; Videos; Events.	Topic of the contribution, Title of the article, Name of the event / video	Indicate approx. number of audiences	Link, pictures

GLOSSARY OF TERMS AND ABBREVIATIONS

Abbreviation / Term	Description
D	Deliverable
D&C	Dissemination and Communication
EC	European Commission
GA	Grant Agreement
HISEP	Holistic Integrated Spatial and Energy Planning
KPI	Key Performance Indicator
SECAP	Sustainable Energy and Climate Action Plan
SMCTs	Small and Medium-sized Cities and Towns
SMEs	Small and medium-sized enterprises
T	Task
UC	Use Case
WG	Working Group
WP	Work Package

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