

# Communication

- **Aim**

Thematic and content related umbrella to ensure promotion and capitalisation of Urb.Energy objectives, activities and results within the partnership and beyond the project scope by

- Internal & external communication
- Production of common transferrable outputs
- Dissemination of results to target audiences
- Political, strategic positioning on regional, national, EU-level

# Communication

- **Tools**

- **Project Flyer** (German / English)
- **Logo / Corporate design**
- **Website** [www.urbenergy.eu](http://www.urbenergy.eu)
- **Transnational Conferences, workshops, seminars**
- **Project Presentation**
- **Urb.Energy-Newsletter** (electronic download)
- **Press releases**
- **Talks with politicians, decision makers**
- **Presentations at other events**
- **Urb.Energy - Information event in Brussels**
- **Articles in journals / magazines**
- **Poster exhibition**
- **Common Policy Paper**

# Communication

- **Tasks**

- Setting-up common communication strategy & corporate design
- Ensuring internal information flow and website
- Communicating Urb.Energy within the own institution and to local, regional, national
- Promoting Urb.Energy to professional, political audiences / EU
- Capitalisation of Urb.Energy results and production of common, transferrable and implementation-oriented outputs

# Communication Plan

- **Content**

- **Communication Aims**

- clear and realistic aims / outline of communication strategy based on main principles (transparency, awareness, durability) / project communication aims in line with project and programme aims

- **Target Groups**

- target groups identified and specified / who are the “opinion drivers” & “multipliers & who is the “general public”? / by which media (contact list) can they be reached?

- **Main project messages**

- clear project messages identified / how to use messages

- **Communication Tools**

- list of communication tools / tools match communication aims & target groups

# Communication Plan

- **Content of Communication Plan**

- **Responsibility**

- responsible person in the project / role of project partners / how is (project) internal communication organised?

- **Evaluation & indicators**

- how to evaluate & revise the communication plan at the **mid-term** and **end** of project life? How indicators will be set & measured?

- **Budget**

- yearly budget breakdown / budget sufficient for the plan?

Communication Plan – incl. revised WP2 - to be approved by JTS Rostock

# Logo & References



... for **German Project Partners:**

Dieses Projekt wird darüber hinaus durch das Bundesprogramm „Transnationale Zusammenarbeit“ des Bundesministeriums für Verkehr, Bau und Stadtentwicklung gefördert.