Interreg
Danube Region

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Danube Indeet

D3.4.1 – Communication

concept

V0.1
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Danube Indeet: Integrated and decentralised concept rethinking energy and transport systems based on renewable energy in the Danube region - DRP0200088
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Executive summary

D3.4.1 Communication concept is a continuously updated guideline created by PP11 and LP containing all relevant information, such as activities, deadlines, responsible partner(s), resources and monitoring targets for the effective communication within the partnership of Danube Indeet, the inclusion of relevant stakeholder groups in developing outputs and transferring project results to new audiences.

Document history

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D3.4.1 Communication concept

Interreg Danube Region
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1. Introduction

1.1. Context in the project

What is Danube Indeet about?

The goal of Danube Indeet is to facilitate the expansion and efficiency of renewable energy in the Danube region by exploring and disseminating effective sector coupling opportunities such as hydrogen and vehicle-to-grid (V2G) applications.

This communication plan is created to provide clear and targeted communication goals paired with quantifiable indicators, describe different target groups, key messages, communication channels and activities, schedule rollout and to allow to implement the plan in alignment with the adoption actions and the exploitation plan, as well as monitor and continuously evaluate results against the target values (indicators) and make necessary amendments.

In the following sections we will expand the three main focus points of the communication plan and these sections will be accompanied by an action plan with a GANTT-chart summarizing the activities related to the communication plan and will highlight individual responsibilities as well as monitoring targets. The roadmap will be refreshed every semester so that the communication plan is reflecting on the project progress.

Project communication has three main objectives that contributes to the success of the project:

- Internal communication contributes to the coordination of the project,
- Stakeholder groups are involved in the creation of the project outputs,
- Project results are transferred to new audiences.

Communication activities will be coordinated by PP11. The project communication will aim at

• raising public awareness about the project, its expected results and progress within defined target groups,

• disseminating the gathered and generated knowledge as well as the services developed during the project to enhance the overall benefit of the target groups,

• exchanging experience with projects, initiatives and groups working in the field in order to join efforts, minimize duplication and maximize potential, paving the way for a successful (commercial and non-commercial) exploitation of the project outcomes, and

• creating interest from an active community of potential end-users, involving them in the development of the project.

To ensure wide take-up, the consortium will (1) define a dissemination and communication plan, incl. clear and targeted dissemination objectives associated with quantifiable key performance indicators, (2) identify the different target groups, key messages, communication channels and activities, schedule rollout and implement the plan in alignment with the adoption actions and the exploitation plan, as well as (3) monitor and continuously evaluate results against the target values (indicators) and make necessary amendments. The overall approach for communication and dissemination considers the following characteristics:

• focus will be set on communicating results rather than processes;

• the project's corporate image, in accordance with the programme's visibility rules, applies on every information and communication material;

• tailor-made communication is needed to different audiences by responding to the matter issues;

• dissemination activities should be selective and targeted to maximise the impact, thus messages are to be adapted to different target groups.

This includes e.g. translations of communication material or development of short handouts for the strategies. One of the key communication steps will be the initial identification and analysis of stakeholders with stakeholder mapping. Stakeholder engagement approaches will be adjusted to appropriately address different target audiences, combining a variety of tools (emails, video/web conferencing, telephone interviews, social network accounts: Facebook, Twitter, LinkedIn, online collaboration tools) and means of communication (in-person meetings/events, digital communication). The project info will be published on the websites of all PPs (English and national language) and their social media accounts, posters will be displayed in all partner premises. All communication activities will be carried out according to the brand design provided by the programme. The kick-off meeting will be hosted by the LP in its institute in Ruhstorf an der Rott (Germany) and all PPs, ASPs, journalists and stakeholders will be invited to raise awareness of the project. During the project, five meetings will take place in BA, ME, RO, SK and RS with included stakeholder events and visit of the pilot areas. The project progress will be outlined, and stakeholders will be asked to present their organisations and projects. The project final meeting

will be a big public event with media coverage. The communication manager (CM) will prepare regular newsletters (at least one every four months) and update the project's social media accounts regularly. All PPs provide information for the newsletter and SM (national articles, description of national/regional territorial characteristics etc.). Further, the programme project website will be regularly updated and provide basic information and updates (newsletters, event presentations etc.). Communication to the research and development community will be performed by publishing research articles in conferences and journals, if possible. All PPs will be involved and contribute to the above-mentioned activities on regional and national levels (promotion of project outputs on national events and workshops, translation of promotional and other project materials to national languages, dissemination of communication materials via PPs' websites, social media accounts, stakeholder networks). While communication activities on project level will be led and monitored by the CM, each PP will appoint a staff member responsible for communication on the level of their respective organization. For their guidance, the CM will prepare a project external communication strategy in the first two months after project start, which will be regularly updated during the project.

2. Target groups

The actors of all target groups selected in the application (as seen starting from the 63th page of the AF) need to be informed of the 1) projects' existence, 2) its goals, 3) its means of achieveing these goals and finally 4) involved in a mutual dialogue so Danube Indeet can contribute to the creation a greener Danube Region. A shortened version is provided below highlighting the manner of involvement and target numbers to be reached for each target group:

2.1. Local public authority

Local communities will be informed of the tools they can use. Feedback to be gathered through targeted questionnaires related to *A1.1. Infrastructure* analysis and *A1.3. Model development*, possibly *A3.1 Identification of acceptance factors, A3.2 Analysis of acceptance level and action plan to increase general support*. *A1.1* also reviews best practices that should be disseminate to LPAs in the form of newsletters. In pilot regions, closer cooperation to be established for data collection and thorough testing of *A1.4 Model Testing*. Their participation in *A3.3 Policy cooperation* and *A3.4 Networking and capacity building* should inform them and lead to the uptake of project concepts and ideas.

In each participating region, at least 1 local authority shall be reached.

2.2. Regional public authority

Regional authorities will be involved in *A2.2 Policy recommendations* both as contributors to and recipients of the results, moreover in *A2.4 Strategy development* supporting the validation of the strategies. They will be also involved in *A3.3 Policy cooperation* and *A3.4 Networking and capacity building* as invitees.

At least 1 regional authority per country shall be reached.

2.3. National public authority

in A2.4 Strategy development A1.3. Model development, possibly A3.1 Identification of acceptance factors, A3.2 Analysis of acceptance level and action plan to increase general support.

National public authorities (policy-makers and institutions) will benefit firstly from: O3.2 Action plan for increasing acceptance among policy makers, industry stakeholders and general public and O2.1 Strategy for an integrated energy and mobility concept. It is also imperative that they participate in A1.3. Model development and are aware of O1.1 Model for effective coupling of electricity, mobility and hydrogen sectors.

Project partners aim to reach at least 11 national public authorities.

2.4. Sectoral agency

Data is needed for energy transition, therefore the inclusion of sectoral agencies in *A1.1 Infrastructure analysis* can be beneficial for all parties. This shortcoming will be overcome through the projects outputs, enabling sectoral agencies in every country involved to acquire the required data, include them in regional development and energy planning and make necessary changes accordingly. Further, the *O1.1. Model for effective coupling of electricity, mobility and hydrogen sectors* will support regional development, energy, transport and environmental agencies in their regional energy and transport planning duties. They will be also involved in *A3.3 Policy cooperation* and *A3.4 Networking and capacity building* as invitees.

At least 30 sectoral agencies will be reached.

2.5. Infrastructure and (public) service provider

Service and infrastructure are key for a sucessful energy transition. This group also includes grid operators, that benefit from reduced grid loads from renewable electricity due to intelligent storage and utilisation pathways. Further, public transport companies as well as actors in the field of emobility (e.g. providers of public charging infrastructure) benefit from the concrete recommendations stemming from the Indeet model and can make use of the developed business cases.

At least 20 infrastructure and service providers will be reached.

2.6. Interest groups including NGOs

All NGOs and interest groups in the field of e-mobility, renewable energy and hydrogen are a key target group of Danube Indeet. The project outputs and results will accelerate the energy and mobility transition towards more sustainable and efficient systems, thus contributing to the goals of NGOs and other interest groups advocating for systematic changes. NGOs and interest groups will be approached in order to increase dissemination efforts, making use of their networks and media connections, in order to create synergies between project goals and the objectives of the targeted NGOs and interest groups. This will increase the project's impact and support the uptake of the developed solutions and strate

At least 30 NGOs or other interest groups will be reached during project implementation.

2.7. Higher education and research organisatio

ns

Research points out how the changes required for the energy and mobility transition need to be made. A specific action plan however, especially for the Danube region, is not provided. This project, its outcomes and communication aim to change this fact. As a result research organisations can make use of the developed tools and transfer the projections to other key geographic areas. Further the developments can be exploited and examined closely during university courses and seminars. As scientific publications deriving from project activities are planned, the scientific community will benefit from open access and can built further research projects upon them.

At least 30 research organisations will be reached.

2.8. Enterprise, except SME

Enterprises host large potential for change due to potential investment, education and general support for specific topics. All outputs are thus designed to not only target these stakeholders but also to enable them to support change towards renewable energy, e-mobility and hydrogen integration. The goal of the project is to change social acceptance and investment schemes with the aim of transition towards renewable sustainable energy in the Danube region, which can only be obtained when all key actors are reached by the outputs. Especially business models and scenarios for green infrastructure set-up and operation will be promoted to large enterprises, especially those who have cross-cutting activities with public service providers or renewable energy producers.

At least 10 enterprises will be reached.

2.9. SME

Innovation is the central pillar of SME and in turn relies on information and a supporting network. The outputs are thus designed to foster both in order to instigate new developments ideally across borders to develop new technology and services that support the transition towards renewable energy, e-mobility and hydrogen integration. Business models and the Indeet model as well as the underlying data will be promoted to SMEs, thus providing them with an essential asset for implementation of the developed concept. They will also be involved in the strategy development as key stakeholders. In the pilot actions, local SMEs will be targeted in order to raise awareness of the project and to provide concrete recommendations for involvement of local SMEs in energy and infrastructure projects.

At least 50 SMEs will be reached.

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Clusters, chambers of commerce & industries, unions of chambers and business networks will benefit from local energy and infrastructure concepts, from the transnational network, the developed Indeet model and the resulting recommendations as well as from the business cases developed during this project. The goal is to use their networks to reach as many stakeholders as possible in order to increase the dissemination of project outputs, uptake of the strategy and business models and thus increasing the impact of the project. Close cooperation with business support organisations is thus key from the beginning of the project.

At least 10 business support organisations will be reached.

2.11. General public

Change is the main dogma the general public is constantly facing in all areas of development. A sound approach, taking into account the needs and requirements of all involved, is therefore central to facilitating required transitions. Often a lack of information and ways to involvement hamper societal development. Danube Indeet develops solutions and strategies to include everyone. The outputs will support knowledge, its transfer and also measures to specifically target and inform key actors within the society to foster the transition towards increased renewable energy, e-mobility and hydrogen integration, which will lead to everyone's benefit. It is key for the general public to understand the reasons, measures and outcomes, that's why one of the key activities of Danube Indeet is fostering acceptance, not only through informing, but actively studying the general public's predispositions and other factors influencing acceptance as well as socioeconomic aspects.

The general public will be reached through social media (of ASPs, partners and the project itself), through media articles and public events.

2.12. Education/training centers and schools

Social acceptance is often key for innovation. It is thus important to include the outputs and deliverables at an early stage of education to ensure effective uptake. The required scientific and educational basis will be guaranteed throughout the project, allowing the ability for

implementation of many deliverables and outputs during courses designed for different groups of people including e.g. students, educated personnel and employees.

At least 30 education centers will be reached.

3. Communication goals and key messages

The overall approach for communication and dissemination considers that the partnership should communicate results rather than processes; tailor-made communication is needed to different audiences by responding to the matter issues; dissemination activities should be selective and targeted to maximise the impact. The main project result are as follows:

- **Model for effective coupling of electricity, mobility and hydrogen sectors**
- **Tested in 6 pilot regions, and this experience taken up by the**
- **Strategy for an integrated energy and mobility concept and the**
- **Exploitation strategy for geographic, cultural and target group based acceptance factors and the**
- **Action plan for increasing acceptance among policy makers, industry stakeholders and general public.**

Clear messages agreed upon in the beginning of the project support focusing communication-dissemination efforts and helps streamlining communication activities. The key messages should be appropriate for key target groups and tailored to raise awareness among experts, decision-makers and policy-makers. Therefore the main communication slogans of Danube Indeet should also address our target groups in a manner that corresponds to their expected level of expertise that it foreseen to be higher than that of a layman, however without being overly professional so stakeholders of different kinds can get a grasp of what the project is about.

Therefore the key message of the project are the following:

- **Effective coupling of fluctuating renewables with hydrogen can lead to increased energy security**
- **Using evidence-based planning methods electricity grid expansion costs can be avoided**
- **The combined approach can be achieved only by cooperation and capacity building**

To ensure that these results will be embed into policies and the principles established by the project will put into practice, the following communication activities were envisioned according to the table below:

4. Communication channels and materials

Communication activities are not explicitly listed in the Application Form therefore a list of communication channels and their respective use will guide Partners to ensure effective dissemination of project results and involvement of stakeholders.

5. Communication schedule

COMMUNICATION ACTIVITIES											
	Media type	Print		Social media		Digital				Offline	
	Communication channel	Roll-up	Project brief information	Social media (Facebook, LinkedIn)	Partner's channels	Website	Partner's websites	Newsletter	Policy briefs	Promotional materials	Event
Period 1 (2024.01.01-2024.06.30)		Available online, if needed, not mandatory	Design will be created until 08.2024 and can be used at will	Project start – project goals, relevant articles supporting our message		Available online	TB uploaded on the sharing platform	Rt	Template to be developed	Support will be provided by PP11 if required	Webinar about D1.3.1 and project goals
Period 2 (2024.07.01-2024.12.31)								Topics: D1.1.2, D1.2.1	Perhaps about hydrogen and renewables (digestible version of the Indeet concept with outlook to policy)		
Period 3 (2025.01.01-2025.06.30)											
Period 4 (2025.07.01-2025.12.31)											
Period 5 (2026.01.01-2026.06.30)											

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6. Monitoring

Communication channel	Period 1 (2024.01.01-2024.06.30)	Period 2 (2024.07.01-2024.12.31)	Period 3 (2025.01.01-2025.06.30)	Period 4 (2025.07.01-2025.12.31)	Period 5 (2026.01.01-2026.06.30)
Roll-up	To be reported by pictures				
Project brief information					
Social media (Facebook, LinkedIn)	Posts downloaded (e.g. screenshot) and put into an excel sheet				
Partner's channels	Posts downloaded (e.g. screenshot) and put into an excel sheet				
Website	Posts available on website and put into an excel sheet				
Partner's websites	Posts available on website and put into an excel sheet				
Newsletter	Number of subscribers				
Policy briefs					
Promotional materials					
Event					

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