



## A holistic and Scalable Solution for research, innovation and Education in Energy Transition

### D5.2 ASSET Communication plan and materials

Work Package	WP 5 - ASSET Communication, Dissemination and Sustainability
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## Executive Summary

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The ASSET communication and dissemination strategy has been developed within the Dissemination, Communication and Sustainability Work Package (WP5), aiming to ensure that all communication and dissemination needs from various WPs and the project, in general, are planned and coordinated.

The document includes the detailed communication – dissemination strategy needed to facilitate the communication - dissemination efforts of the ASSET project partners. All the aspects related to communication, such as the ASSET target audience, communication channels, communication and dissemination activities, their related timing and division of tasks between partners are detailed. The communication strategy given in the plan has adopted the POS developed in WP1, particularly, the ASSET communication target audience, the key messages and the ASSET value propositions are those defined in the POS.

As the plan has been prepared at the starting phase of the ASSET project (by Month 3), it will be reviewed regularly (every three months) during the project lifetime and be updated whenever necessary, in order to ensure that the communication and dissemination objectives of the project are met.

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## List of Acronyms

Abbreviation / acronym	Description
AB	Advisory Board
DSO	Distribution System Operator
ESCO	Energy Service COmpanies
GA	General Assembly
KPI	Key Performance Indicator
KSC	Knowledge, Skills, Competences
MOOC	Massive Open Online Courses
NGO	Non-Governmental Organisation
POS	Public Outreach Strategy
RECs	Renewable Energy Communities
RES	Renewable Energy Sources
Rescoop	Renewable energy source cooperative
RIE	Research, Innovation and Education (RIE)
SC	Steering Committee
SSH	Social Sciences and Humanities
TBD	To be decided
TSO	Transmission System Operator
WP	Work Package
WSH	Workshop



# 1. Introduction

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## 1.1 Purpose & Scope

Communication is a process by which information is exchanged between individuals through a common system of symbols, signs, or behaviour; while the dissemination of a project is the public release of the results of the project in any medium, including the promotion and awareness-raising of a project, through the dissemination project results will be diffused across to the public in order to get them used and make a difference.

Being a roadmap for getting messages delivered to audiences, a communication-dissemination plan is a vital aspect of any project and provides a clear aim and direction in the communication and dissemination of the results generated during the project lifecycle.

A comprehensive communication plan should define the audiences, clear goals as well as the action plan for reaching those goals. Good communication strategies will be able to call the attention of various audiences for any situation through key messages and appropriated communication channels; and to ensure that the visibility of the project and the project's results are multiplied and can be understood also by non-specialists.

Therefore, the main purpose of this deliverable D5.2 is to describe the ASSET communication audiences and the audience-addressed communication strategy, including the key messages and main communication-dissemination tools/channels defined in relation to communication audiences.

Moreover, ASSET communication-dissemination strategy is in line with the Public Outreach Strategy (POS) developed through WP1, as the POS is fundamentally based on the specific communication of target stakeholders.

Detail ASSET communication – dissemination activities and related timings are described in the last part of this plan.

In short, ASSET communication-dissemination plan will include:

- Communication – dissemination objectives;
- Target audiences;
- Communication – dissemination strategy: key messages, communication tools;
- Communication-dissemination activities and related timings.

Last but not least, this deliverable will explain the monitoring of the communication-dissemination activities. In fact, these communication-dissemination actions will be continuously monitored through KPIs and updated during the course of the project.

As the annex of this document, the brand identity for ASSET is defined.

## 1.2 Structure of the Deliverable

The structure of this communication plan is given below:

- Section 1 introduces the deliverable.
- Section 2 summarises the objectives and the strategy adopted by ASSET communication plan.
- Section 3 describes in detail the first two phases of the communication plan preparation: communication audience and target groups of the ASSET project, including the approach to reach audience and the identification of target groups.
- Section 4 shows how to adopt the key messages and ASSET value propositions developed in the POS (one of the main outcomes of WP1) to attract and engage target audience.

- Section 5 is addressed to the Phase 4 and the Phase 5 of the plan, the detailed description of communication – dissemination channels/tools and activities is included.
- Section 6 is dedicated to the management of the ASSET communication - dissemination activities. The leading role of partners and KPIs for monitoring are summarised in this section.
- Section 7 is the closing section of this document; the conclusion of the deliverable is provided.
- The annexes (I-IV) include the regular of the correct use of logos, the ASSET graphic identity manual together with several ASSET templates for project reporting and presentation, as well as a list of key events, publications and social networks.

### **1.3 Relation to other WPs & tasks**

WP5 is a cross-cutting work package that will coordinate communication activities foreseen in all other work packages. This deliverable provides an overview of all communication activities to be implemented during the lifetime of the project, the related timings and the communication tools will be used by all other work packages to their communication-dissemination activities.

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## 2. ASSET communication and dissemination

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### 2.1 Objectives

A central goal of ASSET communication and dissemination is to maximise opportunities to promote, communicate and disseminate project results throughout the lifetime of ASSET, and beyond. Communication, dissemination and exploitation activities in ASSET pursue four main objectives, namely to:

1. promote ASSET project activities at national and international levels;
2. raise interest and awareness of energy transition (e.g. what energy transition is, the related challenges, etc.);
3. attract, engage and stimulate interest of different key actors (ASSET's target groups), focusing on key actors' engagement in ASSET ecosystem;
4. disseminate ASSET achievements in strategic and targeted ways.

### 2.2 Communication and dissemination strategy

A coherent, multi-layered strategy to effectively publicise and exploit ASSET's findings will bundle input from the whole project team across the entire lifespan of the project. WP5 is a cross-cutting work package that will coordinate communication activities with all other work packages. Effective communication, dissemination and exploitation of findings are central to a project for having a high impact, in particular whenever the project involves multiple groups of audiences.

The communication strategy for ASSET project will be rolled out in the following steps:

- Phase 1: Determination of the approach to reach communication audience
- Phase 2: Identification of target audience groups
- Phase 3: Definition of tailored messages / appropriate information to be communicated
- Phase 4: Selection of best communication tools/channels to communicate ASSET audience and deliver project results
- Phase 5: Planning communication – dissemination activities
- Phase 6: Sustainability of the project which will be handled by Task 5.4 ASSET Ecosystem sustainability and Exploitation.

## 3. Communication audience and target groups

### 3.1 Networks reliance to reach audience (Phase 1)

#### 3.1.1 Existing networks

As a starting point to reach audience and launch the project, ASSET communication and dissemination will strategically **utilise existing local, national and European networks** that ASSET consortium members are involved in, complementing links and input provided by the expert panel and organisations who have expressed their support for ASSET through letters of support. ASSET supporting organisations include academics, industries/businesses, and government bodies and their related networks from different parts of Europe. As examples, Table 1 below gives a list of these existing networks.

**Table 1: Networks for ASSET communication and dissemination**

ASSET consortium members' network	<ul style="list-style-type: none"> <li>– ATOS, taking part in different European projects, e.g. MaTHiSiS, EMMA, NEWTON, BigPolicyCanvas, SONNETS, STORK, STORK 2.0, SHAR-Q, inteGRIDy, can use the existing networks from those EU projects;</li> <li>– ASSET has 6 academic partners (University of Naples Federico II, RWTH Aachen University, OTE Academy, Aalborg University, University of West Attica and Polytechnic University of Valencia), each of them has a number of networks linked to all kind of audiences at different levels;</li> <li>– LOGICAL SOFT is networked with a large community of public stakeholders involved in research and innovation;</li> <li>– EASE (European Association for Storage of Energy): including more than 25 strong energy storage players like BASF, ENGIE, ENEL, EDF, GE; and 15 research centres while strongly connected with policy making bodies.</li> </ul>
ASSET supporting organisations' network	<ul style="list-style-type: none"> <li>– REScoop.eu (European federation of renewable energy cooperatives): having a growing network of 1250 European energy cooperatives and their 650,000 citizens</li> <li>– EDSO-ENTSO industrial associations: the association of TSOs and DSOs in Europe</li> <li>– Enercoutim (Alcoutim solar energy association)</li> <li>– University of Trieste</li> <li>– Hellenic Open University</li> <li>– E.ON SE: an energy producer, operating also in the renewable energy sector.</li> <li>– Technological Education Institute of Sterea Ellada – School of Engineering Applications</li> <li>– FGH, a company that develops and markets software products, performs consulting and engineering services, tests, inspection and certification</li> <li>– ETRA (<a href="http://www.grupoetra.com/en/">http://www.grupoetra.com/en/</a>) is a global technology player, Centre of Excellence for Smart Cities thanks to its intense activity in R&amp;D and innovation in Smart technologies.</li> </ul>
ASSET linked relevant international research and education actors' network	<ul style="list-style-type: none"> <li>– The European Technology and Innovation Platform Smart Networks for Energy Transition (ETIP SNET), supported by all energy stakeholders participating in research initiatives;</li> <li>– European Energy Research Alliance, its network includes 250 organisations and around 50,000 researchers from 30 countries;</li> </ul>

	<ul style="list-style-type: none"> <li>– European Initiative Climate-KIC: has over 200 partners including universities, research centres, enterprises and public bodies.</li> </ul>
Networks linked to Policy Makers, Authorities, Societal actors and Professional Associations	<ul style="list-style-type: none"> <li>– C40: 40 cities are taking bold climate action (<a href="http://www.c40.org">www.c40.org</a>);</li> <li>– ICLEI: Local Governments for Sustainability, leading global network of more than 1,500 cities, towns and regions (<a href="http://www.iclei-europe.org">www.iclei-europe.org</a>)</li> <li>– ANCI: The National Association of Italian Municipalities (<a href="http://www.anci.it">www.anci.it</a>)</li> <li>– WEE: The World Environmental Education Congress, a network involving people, organizations, institutions from over 100 countries.</li> <li>– Italian engineer professional associations</li> <li>– Legambiente Campania: the regional branch of one of most relevant Italian environmental organization.</li> <li>– AIS - Territorial Sociology Section</li> </ul>

### 3.1.2 Other sources

Organisations from past and ongoing European projects related to education, training, skills, competences and professional, as well as those involved in some initiatives related to energy transition can be considered as ASSET audiences.

Examples:

H2020 project **Mpower**: the project will enable an in-depth, wide-scale and systematic peer-to-peer learning programme among at least 100 local public authorities, in order to replicate innovative best practices in municipal energy and developing ambitious energy transition plans.

<https://municipalpower.org/about-mpower/>

EU H2020 Project **PROSEU**: with the scope to enable the mainstreaming of the Renewable Energy (RE) prosumer phenomenon into the European Energy Union.

<https://proseu.eu/about-proseu>

Through WP1 – Task 1.1 a number of European projects have been identified, which are related to education, training, skills, competences and professional profiles definition in the field of the energy transition.

- **Windskill** (2006-2009)
- **KnowRES** (2014-2016) - Knowledge Centre for Renewable Energy Jobs
- **SMAGRINET** (2019-2021) - Smart grid competence hub for boosting research, innovation and educational capacities for the energy transition

## 3.2 Identification of target audience groups - stakeholder mapping (Phase 2)

One of the key words of the ASSET project is energy transition. The term energy transition refers to a long-term structural change in energy systems, a pathway toward the transformation of the global energy system from fossil-based to a more efficient, lower-carbon energy mix, with zero-carbon by the second half of this century as the final goal of this transition. A crucial point of the energy transition is the need to reduce energy-related CO2 emissions to limit climate change.

Unlike historic energy transitions, contemporary energy transition is on a global scale, diverse in terms of motivation and objectives, drivers and governance, and enabled by information technology, smart technology, policy frameworks and market instruments. Decarbonisation of the energy sector and solving the global warming problem is regarded as the most important challenge facing humankind in the 21st century, each of us should give a contribution to this process.

As the overall scope of the ASSET project is to create an ecosystem which brings together **all energy transition and education stakeholders**, the main target audience groups of ASSET's communication and dissemination strategy are the stakeholders of the project.

The ASSET stakeholder mapping has been carried out through WP1 (Task 1.1). The mapping takes into account both the needs of the project and the social characteristics of relevant stakeholder groups in the target sectors, e.g. such as existing competences, civil engagement (its importance for the success of the energy transition), as well as cultural background, language, age, gender and other “psychographic” features (such as a person's attitudes about particular subject matter), ASSET target audiences are subdivided:

- Universities, research centres, training actors
- Students (university) and new employees
- Companies from the energy sector
- Policy makers, authorities, public administrations, market regulators
- Societal actors (NGOs, consumers' associations, professional associations, trade unions, industrial associations, chambers of commerce)
- Energy citizens (individuals as potential energy citizens, prosumers (producer & consumer), Renewable Energy Communities (RECs), Renewable Energy Sources Cooperatives (Rescoops) and Rescoops federations)

### 3.2.1 Universities, research centres and training actors

This target group includes universities, research centres and training actors, playing an essential role in global energy transition process. Energy is an exciting challenge for universities today because of the need for multi-disciplinary collaboration in research and innovation and for new approaches to help professionals entering the energy sector acquire skills and knowledge.

ASSET has 6 academic partners (University of Naples Federico II, RWTH Aachen University, OTE Academy, Aalborg University, University of West Attica and Polytechnic University of Valencia), through their existing networks, it is expected that this target group will be able to engage more than 50 Universities, Research and Education Actors.

### 3.2.2 Students (university) and new employees

This target group is one of the main beneficiaries of ASSET; a set of new online learning modules will be developed through ASSET, the content of those modules is addressed to both students and energy sector employers already in the market.

### 3.2.3 Policy makers, authorities, public administrations, market regulators

This is an extremely important target group, which includes Local and Regional Public Authorities and Policy Makers, as it is these people who have an influence on policy making at various levels regarding the energy transition pathway. This group should be involved in all stages of the project and their opinions / input taken on board and incorporated into the outputs that are generated.

Examples: regional public authorities, municipalities, as well as European institutions and international authorities.

### 3.2.4 Societal actors (NGOs, consumers' associations, professional associations, trade unions, industrial associations, chambers of commerce)

This target group includes those non-profit Societal actors related to the field of renewable energy, energy efficiency, the environment and climate change. These groups are often key to leveraging

political support in certain areas and influencing public opinion. They should be informed throughout the project website, newsletters, etc. and invited to participate in events and conferences.

Examples: associations and groups which are active in the field of renewable energy, energy efficiency and climate change (E.g. Greenpeace, Friends of the Earth, local groups in each country, etc.).

For this target group, it is expected that, by adopting ASSET POS, more than 30 societal actors will become ASSET endorsers.

### **3.2.5 Companies from the energy sector**

Another ASSET key audience is the industry players. This group often give a very valuable, market-driven and practical vision on how things should be done. They should be involved throughout the project too and will help in the identification of truly KSC needs requested for the energy transition.

The results of the ASSET project will be of great interest to them as one of the main objectives of ASSET is to create a new generation of engineers possessing soft skills and interdisciplinary knowledge and provide systemic support of student mobility between academia and industry.

Examples: companies are active in the field of renewable energy, such as Energy producers, DSOs, TSOs, ESCOs /ESCO Federations, industrial associations.

### **3.2.6 Energy citizens**

The energy transition is one of the major global societal challenges of this century and brings together technical, social, economic, legal and spatial challenges; SSH is deeply committed to energy transition issue. The energy citizens, also known as “prosumers”, are active consumers of energy. They can be individuals, non-profit organization, public entities or small businesses that not only consume renewable energy but also produce and sell it both individually and collectively.

Therefore, focusing on SSH aspects - one of the main objectives of the project, the ASSET communication-dissemination plan shall ensure the participation and engagement of individuals, especially the involvement of potential energy citizens.

Examples: individuals as potential energy citizens, prosumers (producer & consumer), Renewable Energy Communities (RECs), Renewable Energy Sources Cooperatives (Rescoops) and Rescoops federations.

## **3.3 General public audience**

One of the main WP5 objectives is to raise and increase public awareness of the ASSET project and its outcomes. Besides energy citizens described previously, the ASSET project team will foster general public awareness of the energy transition and its related social-technological benefits, the project’s objectives, results and outcomes through all the exploitable traditional and new communication channels, such as the ASSET website, project promotional videos, Social media networks (Twitter, LinkedIn, Facebook), good practice on behaviour change, press releases. The section 4 of this plan defines all these media to be used frequently for general public audience.

## 4. Attraction and engagement of target audience (POS) - communication key messages (Phase 3)

### 4.1 Key messages and ASSET value proposition

One of 4 ASSET principles is to create an ecosystem – ASSET community which shall include all energy transition and education stakeholders. It means that ASSET needs to not only communicate and disseminate its results to its target audience but especially to attract and engage major different actors from the identified target groups to its community. For this purpose, ad—hoc Public Outreach Strategy (POS) has been developed through WP1.

An important part of the POS is based on strategic communication actions. As such, the incisive ASSET short messages to present the project have been identified according to stakeholders’ needs, values and motivations. Moreover, ASSET value propositions have been defined in the POS to motivate stakeholders to engage with ASSET ecosystem. In alliance with the POS, those key messages and the value propositions will be adopted in all ASSET communication-dissemination activities. Table 2, extracted from D1.1 ASSET stakeholders engagement strategy, reports key messages and ASSET value proposition defined in the POS for each stakeholder group.

To achieve more effective interactions between different target groups, the POS has defined furthermore the communication channels tailored to target stakeholders, Table 3a in section 4 shows the communication tools/channels selected both in the POS and in the ASSET communication plan.

**Table 2: Key messages and the value propositions for each stakeholders of ASSET community**

Target groups	Key messages and calls to action	Value propositions
<b>Universities, research centres, training actors</b>	<ul style="list-style-type: none"> <li>• Become a member of the ASSET community</li> <li>• Create and share education and training contents</li> <li>• Update online material and courses</li> <li>• Contribute to the debate on KSC needs</li> </ul>	<ul style="list-style-type: none"> <li>• Share high-quality learning materials to accelerate programme creation in hot energy-relevant topics (also including societal and entrepreneurial aspects)</li> <li>• Exploit ASSET tools, community and materials to easily build interdisciplinary courses</li> <li>• Connect with industry across EU to enlarge “customer” basis</li> <li>• Connect with industry and engage in mobility support to increase the value of the programmes offered to students</li> <li>• Gain from synergies with other universities (e.g. through remote use of labs, openly available resources)</li> <li>• Gain visibility in energy research and education through ASSET community and events</li> </ul>
<b>Students (university) and new employees</b>	<ul style="list-style-type: none"> <li>• Become a member of the ASSET community</li> <li>• Exploit shared education materials and attend online courses</li> <li>• Contribute to the debate on KSC needs</li> </ul>	<ul style="list-style-type: none"> <li>• Acquire highly wanted competences and interdisciplinary knowledge in the energy sector through ASSET short programmes, MOOCs and other services</li> <li>• Upgrade skills to improve the current position through high-quality materials inspired from real life industrial operations</li> <li>• Connect with industry through mobility support mechanisms</li> </ul>



Target groups	Key messages and calls to action	Value propositions
		<ul style="list-style-type: none"> <li>• Connect with education and labour market</li> </ul>
<b>Companies from the energy sector</b>	<ul style="list-style-type: none"> <li>• Become a member of the ASSET community</li> <li>• Exploit shared education materials and attend online courses</li> <li>• Ask for new tailored education programmes</li> <li>• Contribute to the debate on KSC needs</li> </ul>	<ul style="list-style-type: none"> <li>• Find appropriate programmes to quickly up-skill personnel in technological, innovation and business subjects in different formats (short programmes, MOOCs, lab training)</li> <li>• Demand specific programmes to the ASSET academic and training actors who will easily build them</li> <li>• Express education/training needs directly to the universities so that they will appropriately shape the new generation of energy experts</li> <li>• Connect with universities (through mobility support, invited lectures to be given by industry representatives, provide examples of operational problems) so that new engineers and energy experts are well prepared for the energy reality</li> </ul>
<b>Policy makers, authorities, public administrations, market regulators</b>	<ul style="list-style-type: none"> <li>• Become a member of the ASSET community</li> <li>• Exploit shared education materials and attend online courses</li> <li>• Ask for new tailored education programmes</li> <li>• Contribute to the debate on KSC needs</li> </ul>	<ul style="list-style-type: none"> <li>• Get information and data from pilot experiences to better design policy and regulations</li> <li>• Increase awareness of students and all citizens on energy policies and planning</li> <li>• Establish channels with the society through universities to shape behaviours</li> <li>• Reflect on societal impacts from the perspective of citizenship</li> <li>• Receive consultancy from universities and feedback from the society on energy policies</li> </ul>
<b>Societal actors (NGOs, consumers' associations, professional associations, trade unions, industrial associations, chambers of commerce)</b>	<ul style="list-style-type: none"> <li>• Become a member of the ASSET community</li> <li>• Exploit shared education materials and attend online courses</li> <li>• Create and share education and training contents</li> <li>• Ask for new tailored education programmes</li> <li>• Contribute to the debate on KSC needs</li> </ul>	<ul style="list-style-type: none"> <li>• Increase social awareness about the energy transition</li> <li>• Increase social awareness about the role of women in the energy transition</li> <li>• Get a clearer understanding of costs and benefits of the energy transition</li> <li>• Increase the competences and skills of their members and associates to play an active role in the energy transition</li> </ul>
<b>Energy citizens (individuals as potential energy citizens, prosumers, REC, rescops, rescop federations)</b>	<ul style="list-style-type: none"> <li>• Become a member of the ASSET community</li> <li>• Exploit shared education materials and attend online courses</li> <li>• Ask for new tailored education programmes</li> <li>• Contribute to the debate on KSC needs</li> </ul>	<ul style="list-style-type: none"> <li>• Learn how to be energy efficient and how to benefit from innovative energy-services</li> <li>• Learn how to be actively involved in the energy transition</li> <li>• Become aware of the potential social and economic impacts generated by individual and collective actions</li> </ul>

## 5. Communication and dissemination channels/tools and activities (Phase 4 and 5)

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A wide variety of communication tools, both traditional (off-line) and more modern (online), will be used by ASSET for internal and external communication to make consortium internal communication and to disseminate the project messages and results. The use of each type of communication tool is briefly explained below; in addition, the communication activities, together with the correlation between each target audience and the types of communication tools to be used, is also described in this section.

All partners shall assign a person in charge of communication activities in their organisation.

### 5.1 Internal communication tools and related activities

Internal communication between the partners in an international project is extremely important to ensure the smooth execution of the tasks at hand and to guarantee the participation of all project partners and avoid repetition of work. In this Communication Plan, a variety of tools will be put in place to ensure that this communication is frequent and that it is carried out in the most cost-effective way.

- Emails

The email will be used as the most frequent form of contact between the project partners due to its widespread use, low cost and effectiveness.

- Steering Committee (SC) Circuit conferences

Circuit conferences will be used to hold bi-weekly SC conferences, discussions between various project team members regarding specific issues will be made during the conferences.

- Transnational meetings: General Assembly (GA)

The GA is the transnational body in charge of the administrative, financial and operational monitoring of the project. Several GAs will be held during the project. These meetings will enable: to follow up the project implementation, share the results of the ongoing activities, prepare the implementation of the next activities, communicate methodological guidance to all the partners, implement administrative and financial tasks and solve common problems. At the end of each GA, the decisions taken during the meeting will be officially approved.

- Web-based document management system: Free online transfer tools

In order to manage the working papers and to share useful information between project partners, the free online transfer tool OwnCloud will be used to rapidly share project documents/deliverables (including on-going working documents). Atos, the partner responsible for the management of the project website, will ensure that the final versions of all project documents are stored on the project website and not only in OwnCloud repository.

### 5.2 Communication – dissemination channels/tools and activities

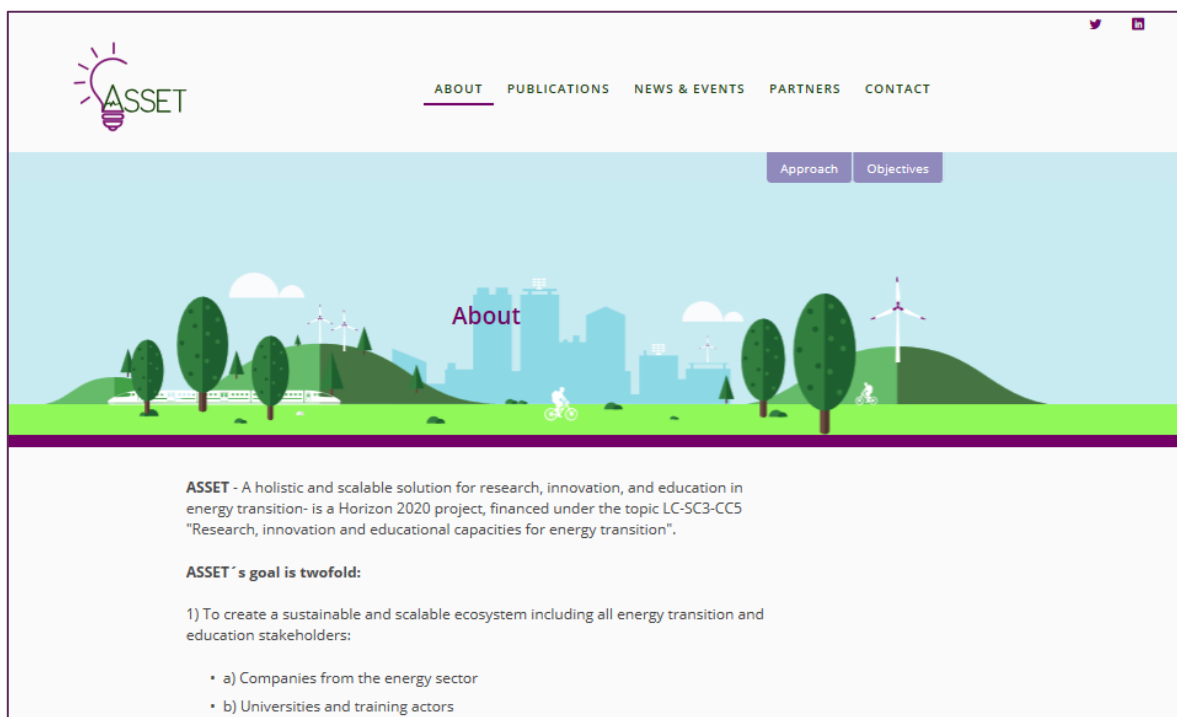
ASSET will use different communication tools/channels for implementing project promotion, specific communication campaigns and dissemination activities. Next these tools are described.

## 5.2.1 Continuous communication-dissemination

### 5.2.1.1 Project website

The project website plays a key role in the communication strategy of a project. Being the main dissemination reference, the ASSET website will provide all the relevant information regarding the project and its results as well as information on news/conferences/workshops/events; therefore, the website will be updated on a regular basis. The website will serve as a communication tool that is available to all of the different target groups and so will be easy to use and navigate.

ATOS is engaged to develop the website of the project which has been launched by 12 June 2019, which can be accessed through the following link: [www.energytransition.academy](http://www.energytransition.academy).



**Figure 1: ASSET project website**

The main sections included in the website are:

- Home Page
- About
- Publication
- News & Events
- Partners
- Contact

The detailed description of the website together with its functions are reported in the deliverable D5.1 ASSET project website and social media channels.

The project website is available in English; however, it will contain national sections delivered in each partner language with reciprocal links to the partners' websites to guarantee the effectiveness of project dissemination at large. It is foreseen that the web site will be kept running and updated for at least two years after the project lifetime.

### 5.2.1.2 Social media channels

ASSET utilises social media channels to offer an additional platform to reach a wider, dynamic and diverse community relevant for the project. The primary goal of the ASSET social media accounts is to disseminate project activity and to engage with stakeholders about key ASSET topics. Moreover, social

media channels have been created to promote ASSET website content, the release of newsletters, project deliverables, meetings, scientific publications, workshops, events, user community engagements and interactions with some of ASSET target stakeholders. In fact, the POS identifies Twitter as one of the communication tools for ‘Societal actors’ and ‘energy citizens’ target groups.

ASSET social media accounts will be created together with the website. ATOS will manage all the social accounts (see the list below), all project partners will contribute to communicate project activities and results through social networks.

- Twitter
- LinkedIn
- Facebook
- YouTube

ASSET social media manual has been prepared accordingly by ATOS and downloadable from ASSET repository.

## **5.2.2 Periodic communication and dissemination**

### **5.2.2.1 Project brochures**

The general ASSET project brochure will be addressed to all the project audiences, contains the main information about the project, such as a brief description of the project objectives, its main expected achievements, the contacts of the project partners, as well as the logo of the European Commission, the project logo, the logos of the partners. Moreover, the brochure will highlight the value propositions of Asset for different target stakeholders.

LS will be in charge of the design of the brochure(s), and the contents and the final graphics will be agreed among the project partners. Different versions will be printed during the project, in order to better describe the progress made and the state of the art.

The Project brochure(s) will be in English and the project partners may translate it in their national language whenever necessary. The English version of the first ASSET brochure will be available at the end of July 2019.

The brochure(s) will be available electronically downloadable in ASSET website and in print (only English version).

ASSET brochures will be distributed throughout the project events organized by ASSET and in other events organized or participated by the partners of the project. The original design will be posted on the project website and will be one of the key dissemination documents handed out at each event.

### **5.2.2.2 Project leaflets**

ASSET leaflet will be used to spread information about the project during the event organized and participated by the partners. The project leaflets will concisely and effectively communicate the aims of the project. Four different leaflets will be prepared for specific communication campaigns’ use. Besides the main information about the project, such as a brief description of the project, the results expected and the contacts of the project partners, special efforts will be made to communicate appropriated messages according to specific stakeholders’ interests. The logo of the European Commission, the project logo, the logos of the partners and images will be included in the leaflets.

The leaflets will be designed by LS and ATOS, the contents and the final graphics will be agreed among the project partners. Once again, the leaflets should be easy to read and accessible also to the different target groups.

The project leaflets will be in English and the project partners may translate it in their national language whenever necessary. The English version of the first ASSET leaflet will be available at the end of September 2019.

All ASSET leaflets will be available electronically and in print (only English version).

The distribution of those leaflets will be made through the project communication campaigns, as well as the events organized by ASSET and other events organized or participated by the partners of the project. The original design will be posted on the project website and will be one of the key dissemination documents handed out at each event.

### **5.2.2.3 Project poster**

The project poster will be used as one of the communication tools. It will display the key message of the project in a clear and attractive way and should be used in all events and communication-dissemination activities related to the ASSET project. This poster will be designed by Logical Soft and validated through the voting of ASSET consortium. The design will then be distributed amongst all project partners so that it can be translated into different languages and printed.

### **5.2.2.4 Project videos / Spot**

The Video clip is a very effective communication tool for all kind of audiences; several short project promotional video clips will be prepared and uploaded on the project website as well as on YouTube channel.

Logical Soft will be in charge of designing the video clips; the contents will be agreed among the project partners. Only English version will be available.

### **5.2.2.5 e-newsletter**

To help communication and dissemination with the ASSET community and public, quarterly (vertical) and yearly (horizontal) ASSET e-newsletters will be disseminated through ASSET website (beginning in M3), summarising the project activities and the main related results achieved. It will also include news, articles and events related to the energy transition. Experts and members of the Advisory Board (AB) will be invited to give their contributions. The newsletter will be in English and be sent to ASSET stakeholders and interested people; the subscription of ASSET newsletters will be available through ASSET website.

ATOS will be the editor of the e-newsletters and responsible for the overall dissemination of ASSET e-newsletters, all partners will give their contribution to the contents and disseminate the project e-newsletters in their own countries.

### **5.2.2.6 ASSET blog**

This tool is crucial for community engagement using the website, during the project lifetime, ASSET blog will be created to facilitate Academia-Industry dialogue. From this blog the industrial actors can search for courses and programmes and post their needs if no match is found.

As AAU is in charge of ASSET Academia-industry dialogue (Task 1.3), ASSET blog will be managed by AAU.

### **5.2.2.7 Publication of articles, technical papers and other publicity work in conferences and scientific journals**

During the ASSET lifetime the project team will publish more than two scientific/technical papers in conferences and scientific journals. Presence in these publications will give the project publicity amongst the experts in the field of the energy transition. Experts and members of the AB, will be invited to present scientific articles. RWTH will be in charge of the publication of the articles and technical papers.

### **5.2.2.8 e-MOOC-BOOK booklet**

As the outcomes of WP3-4, ASSET learning programmes (including Ph.D./industrial courses, MOOCs and laboratory training) will be developed and learning programmes/MOOCs booklet will be prepared; UNINA will be in charge of this activity.

The booklet will be in English, downloadable in both ASSET website and EMMA platform. All partners will disseminate the booklet in their own countries.

### **5.2.2.9 Information kit of good practices**

During the implementation of the communication campaign 3, specific Information kit of good practices will be produced, including good examples of behaviour changing, the process of energy transition and the related potential benefits. enostrà will be in charge of the preparation of the information kit, all partners will be involved to collect good practices.

### **5.2.2.10 Partner websites**

Communication of the project results will also take place on the websites of the project partners. When an activity takes place, the organisation responsible for that activity will be in charge of circulating a note with details about the activity. The rest of the project partners will translate this news item into their local language (whenever necessary) and post it on their respective websites, thus broadening the impact of any activity carried out.

### **5.2.2.11 Events, webinars and campaigns**

The organisation/participation of events and campaigns during the course of the project is a very effective way to involve stakeholders more actively in discussion, and to communicate-disseminate the project results to the target groups of different levels. The events and campaigns planned during the project include: three roadshows in Belgium, Italy and Spain, a number of workshops/webinars and 4 specific campaigns addressed to ASSET key stakeholders. The organisation of the three roadshows is part of WP1 activities and aimed at stakeholder engagement, predictably, they will bring benefits also from a dissemination point of view. All events' programmes and proceedings or press conferences will be made available on the ASSET website.

A more detailed description of the ASSET roadshows and specific communication campaigns is given in section 5.2.3.

### **5.2.2.12 Final multi-stakeholder conference**

One final multi-stakeholder conference will be organised in Brussels as project closure event. This final event is a key-element of the ASSET communication plan; the main final achievements of the project will be presented to a wider audience through this event, and national and European institutions will be invited. The conference will be held in Brussels in 2021, opened to any participant from ASSET stakeholder groups. The event will gather multiple public and private stakeholders and will include, moreover, international attendees. All ASSET partners will work on its organisation to ensure a wide audience.

The program of this event will include the key-note speeches from invited speakers, presentations from project partners, but also round tables/break-out sessions for deep-dive debates. The goal of the event: getting a final say / outcome and ideas about future sustainability at the end.

A communication campaign on the final conference will be launched at least two months before the event through a special newsletter to ASSET larger network (including ASSET social network channels) and all the partners' networks. Printed documents such as schedules, notice boards, leaflets will be produced for the final conference.

A specific news release will be sent one month before and two weeks after the event. Journalists will be invited to attend the conference. The general press conference will include a general presentation

of the project, a brief summary of its achievements and a short presentation of each of the ASSET partners whenever it will be possible.

Table 3 summarises all ASSET communication tools/channels described above, the tools defined in the POS are indicated as well; the channels used for ASSET general public communication – dissemination are given in Table 4.

The communication tools/channels mentioned above, together with the related communication-dissemination activities are indicated further in Table 5, including the timings and the related KPIs.

As another important point when preparing a communication plan is to clearly define the responsibilities of the different partners in the project consortium, the role of partners related to each communication activity is also indicated in Table 5.

**Table 3: Communication tools/channels selected for each stakeholder group**

		POS							Other Communication tools									
		project website	news-letters	workshops & dedicated events	webinar	social networks	general press	papers	Project leaflet	Project videos	Project spot	e-MOOC-BOOK booklet	e-Good practice booklet	ASSET blog	Partner websites	Road-show	Materials for events	Final event
Target stakeholder groups	Universities, research centres, training actors	Continuous	Sporadic	Sporadic	Sporadic	Sporadic	Sporadic		Sporadic	Sporadic	Sporadic	Continuous			Continuous	Sporadic	Sporadic	Sporadic
	students/ employees of the energy sector	Continuous				Sporadic	Sporadic		Sporadic	Sporadic	Sporadic	Continuous			Continuous			
	Companies from the energy sector	Continuous		Sporadic		Sporadic	Sporadic		Sporadic	Sporadic	Sporadic	Continuous	Continuous	Sporadic	Continuous	Sporadic	Sporadic	Sporadic
	Policy makers, authorities, public administrations, market regulators	Continuous	Sporadic	Sporadic	Sporadic				Sporadic	Sporadic	Sporadic		Continuous		Continuous	Sporadic	Sporadic	Sporadic
	Societal actors	Continuous	Sporadic	Sporadic	Sporadic	Sporadic	Sporadic	Sporadic	Sporadic	Sporadic	Sporadic		Continuous		Continuous		Sporadic	Sporadic
	Energy citizens	Continuous	Sporadic	Sporadic	Sporadic	Sporadic			Sporadic	Sporadic	Sporadic		Continuous		Continuous			

\*: ASSET communication campaign is not indicated here because it's a combination of various communication tools included in Table 3.

**Table 4: Communication tools/channels selected for general public audience**

	project website	news-letters	workshops & dedicated events	webinar	social networks	general press	papers	Project leaflet	Project videos	Project spot	e-MOOC-BOOK booklet	e-Good practice booklet	ASSET blog	Partner websites	Road-show	Materials for events	Final event
General public audience	Continuous	Sporadic		Sporadic	Sporadic	Sporadic		Sporadic	Sporadic	Sporadic	Continuous	Continuous					

- Continuous communication
- Sporadic communication



**Table 5: ASSET communication tools/channels, activities (partial), timing, KPIs**

Communication tool		Leader of action	Audience	Timing	KPIs	Target number
- website, blogs.		ATOS	all	12 June 2019	- n. of website, blogs	2
- newsletters	(vertical)	ATOS	all	1° newsletter by July 2019	- n. of newsletters issued (quarterly)	6
	(horizontal)	ATOS	all	1° newsletter by Apr 2020	- n. of newsletters issued (yearly)	2
- promotional videos	(vertical)	LS	all	1° video by Oct. 2019; 2° by Oct. 2020	- n. of videos produced	2
	(horizontal)	LS	all	by Aug. 2020	- n. of videos produced	1
- project brochure		LS	all	by July 2019 (1° edit.)	- n. of project brochures produced	>2
- project leaflets		ATOS, LS	targeted stakeholder groups	by Aug 2020 (1° edit.)	- n. of leaflets produced	>4
- Workshop/ Webinar	communication campaigns 1	EASE	policy makers, business leaders	May 2019– Apr 2021	- n. of the workshop (WSH) / webinar organised	>3
	communication campaigns 2	UNINA	students/new employees	Nov 2019 – Oct 2020	- n. of the WSH/webinar organised	>10 (at least one/ partner country)
	communication campaigns 4	AAU	Universities, research centres, training actors	Nov 2019 – Oct 2020	- n. of the WSH/demonstrations organised	> 6
- Social networks: Facebook, YouTube, Twitter, LinkedIn.		ATOS	Energy citizens, students/new employees, general public	7 Jun 2019	- n. of social channels opened	> 4
- event organised	roadshow 1 (in Italy)	EASE	policy makers, business leaders	Oct - Nov 2019	- n. of roadshows organised	1
	roadshow 2 (in Spain)	EASE	policy makers, business leaders	Feb - Mar 2020	- n. of roadshows organised	1
	roadshow 3 (in Belgium)	EASE	policy makers, business leaders	May - Jun 2020	- n. of roadshows organised	1
	final public event (in Brussels)	EASE	all	Jun 2020 - Apr 2021	- n. of project conferences organised	1
- Materials for events (project presentation, etc.)		all partners	all	May 2019 – Apr 2021	N/A	
- Keynotes in conferences; etc.		RWTH, all	Univ./research/training actors	Oct 2080 - Apr 2021	- n. of keynotes issued	> 4
- Publication in conferences and journals		RWTH, all	Univ./research/training actors	Oct 2080 - Apr 2021	- n. of publications issued	>7
- other project press release (infographics, slide shares, success stories, information media/press.)		LS	all	May 2019 – Apr 2021	N/A	

### 5.2.3 ASSET roadshows and specific communication campaigns activities

#### 5.2.3.1 ASSET Roadshow

Besides the implementation of the POS developed through WP1, in order to strengthen the network with industry, cities, regions, and other key societal actors and attract and engage them in ASSET community, 3 roadshows will be organised in Belgium, Italy and Spain at different levels – e.g. regional, national, EU-level.

The organisation of the roadshows will be coordinated by EASE, through WP1 in cooperation with national ASSET partners. The events will last for half or one day. The target audience of the roadshow will be policymakers and societal actors.

The ASSET initiative goal and the expected results will be promoted; the ASSET value propositions defined in the POS will be clearly demonstrated. Moreover, for getting stakeholders involved in ASSET initiative, a debate between ASSET consortium and participants will be organised, the discussions shall revolve around several points:

- how to increase awareness on energy transition and related societal issues;
- how to better educate for the energy transition;
- how to establish key channels: Authorities-Industry and Authorities-Academia. It is extremely important to understand policymakers’ perspective.

The timing for organising ASSET roadshows is foreseen:

- 1° roadshow: Oct - Nov 2019
- 2° roadshow: Feb – Mar 2020
- 3° roadshow: May – Jun 2020

The timing may be subject to changes, in order to select the best possible dates and attract as many stakeholders as possible.

The communication tools to be used for promoting ASSET roadshows are given in Table 6.

**Table 6: Communication tools to be used for promoting the ASSET roadshows**

Comm. tools	Project website	Social networks	ASSET blog	Partner websites
<b>ASSET roadshow</b>				

- Continuous communication
- Sporadic communication

#### 5.2.3.2 Specific communication – dissemination campaigns

For ASSET, its dissemination is tightly coupled with community building and is key to the project success. To bring the right messages to the right target group a strategy approach - specific communication & dissemination campaigns is chosen with specific, measurable, attainable, relevant and time-bound targets. Each campaign is addressed to one or two target groups, different specific core messages linked with suitable channels of communication as well as appropriate time plans will be adopted by each campaign.

The main ASSET target groups identified through the POS (WP1) include:

- Universities, research centres, training actors
- Students (university) and new employees
- Companies from the energy sector

- Policy makers, authorities, public administrations, market regulators
- Societal actors (NGOs, consumers' associations, professional associations, trade unions, industrial associations, chambers of commerce)
- energy citizens (individuals as potential energy citizens, prosumers, RECs, rescopos, rescop federation)

Throughout the project lifetime 4 multi-step and multi-channel communication–dissemination campaigns will be implemented:

- Campaign 1: policy makers, authorities, public administrations, market regulators; company form the energy sector
- Campaign 2: students/ employees of the energy sector
- Campaign 3: energy citizens; societal actors
- Campaign 4: universities, research centres, training actors

The basic underlying principles of the communication campaigns will be simplicity and consistency of messages tailored to the right person - at the right time - in the right environment.

The detailed plan of the communication campaign activities is given in Table 7, the time plan and the leader of each campaign are indicated as well.

**Table 7: Detail activities of ASSET communication - dissemination campaigns**



		Communication – dissemination campaign activities
Communication – dissemination campaign	n.1 policy makers, authorities, public administrations, market regulators/company form the energy sector (EASE) (May 2019 – Apr 2021)	<ul style="list-style-type: none"> <li>- participate in major industrial and trade events</li> <li>- take part in events/conferences organised by ASSET partners and networks</li> <li>- organise ASSET workshops/webinars</li> <li>- organise ASSET final conference in Brussels</li> </ul>
	n.2 students/ employees of the energy sector (UNINA) (Nov 2019 – Oct 2020)	<ul style="list-style-type: none"> <li>- disseminate as widely as possible through the universities' websites</li> <li>- newsletters' dissemination to the Emma subscribers</li> <li>- one-minute targeted spot, realized and published both on institutional website and social media</li> <li>- video material</li> <li>- press release</li> <li>- organise ASSET workshops/webinars</li> </ul>
	n.3 energy citizens/societal actors (enostrà - ECOPOWER) (Nov 2019 – Oct 2020)	<ul style="list-style-type: none"> <li>- multimedia communication campaign to the general public on the topic of energy transition (social media, media, press, events)</li> <li>- information kit of good practices</li> </ul>
	n.4 universities, research centres, training actors (RWTH) (Oct 2020 – Apr 2021)	<ul style="list-style-type: none"> <li>- Participate in at least 1 workshop/demonstration in each partner country</li> <li>- Publication in conferences and journals (7 or more)</li> <li>- Keynotes in conferences (4 or more)</li> <li>- organise ASSET workshops/webinars/demonstration</li> </ul>

*\*: all partners will contribute to the organization of workshops/webinars as part of the campaigns 1,2,3,4.*

As it has been previously stated in this Communication Plan, it is essential that the right communication tools are used to address each target group. Table 8 shows the communication tools to be used for implementing each ASSET communication campaign. This table is not exclusive, and if certain tools reach a wider audience, then this will be seen as positive, as it will contribute to the communication of the project as a whole.

**Table 8: Communication tools to be used for implementing specific communication campaigns**

Communication tools	Graphic identity manual	Project website	Project brochure/ leaflet	News-letter	Project poster	Key networks and events	Social networks	Project event (incl. webinar)	Project videos	Project spot	e-MOOC booklet/ training prog.	Inf kit of good practices	ASSET blog	Partner websites	Road-show	ind.& trade event	Materials for events	Partner events	Sectorial magaz.	Press release	Final event
Communication campaign	policy makers, authorities, public administrations, market regulators/companies in the energy sector	Continuous	Continuous	Periodic	Periodic	Periodic		Periodic	Periodic	Periodic	Continuous			Continuous		Periodic	Periodic	Periodic		Periodic	Periodic
	students/ employees of the energy sector	Continuous	Continuous	Periodic	Periodic		Periodic		Periodic	Periodic	Continuous			Continuous							
	energy citizens/ societal actors	Continuous	Continuous	Periodic		Periodic		Periodic	Periodic	Periodic		Continuous		Continuous			Periodic			Periodic	Periodic
	universities, research centres, training actors	Continuous	Continuous	Periodic	Periodic	Periodic	Periodic		Periodic	Periodic	Periodic	Continuous			Continuous		Periodic		Periodic	Periodic	Periodic

 - Continuous communication  
 - Periodic communication

## 6. Managing communication - dissemination activities

### 6.1 Role of partners

All ASSET partners will actively participate in communication and dissemination activities in their respective networks and focus areas, with some key tasks. Although in the previous sections the responsibility of partners is mentioned, the role of partners corresponding to the key tasks are summarised in Table 9.

**Table 9: Role of partners in the key tasks**

Partner	Role in the key tasks of communication-dissemination
ATOS	- having an overall supervising role as consortium coordinator - leader of Task 5.2 – Project website and communication channels and materials
LS	- WP5 (Dissemination, Communication and Sustainability) leader; - leader of Task 5.1 (Communication and dissemination strategy) and - leader of Task 5.3 (Dissemination and communication campaigns)
Enostrà - ECOPOWER	- responsible for developing the POS as the leader WP 1 (ASSET ecosystem and networking) and the leader of Task 1.1 (Network identification and outreach strategy); - leader of dissemination and communication campaign 3 (energy citizens)
EASE	- coordinating the organisation of ASSET roadshows as the leader of Task 1.2 (Energy transition network scalability) - leader of Dissemination and communication campaign 1 (businesses, public and private organization and local/ regional/ national authorities and policy makers)
UNINA	- leader of Dissemination and communication campaign 2 (students/ employees of the energy sector)
RWTH	- leader of Dissemination and communication campaign 4 (universities, research centres, training actors)

The leader role of partners implies that they are responsible for:

- the quality and execution of the communication and dissemination activities;
- monitoring of media and other means of dissemination for the duration of the project.

### 6.2 Monitoring of the communication & dissemination activities – Key performance indicators

Every communication strategy requires a monitoring plan to ensure that all activities are being carried out on time and that they are achieving the impact that was expected. A set of key performance indicators (KPIs) has been developed in order to monitor the effectiveness and efficiency of communication and dissemination activities.

The results from these indicators will help the project coordinator (ATOS) and WP5 leader (Logical Soft) to make decisions as to any corrections / modifications that need to be made to the Communication Plan (e.g. if a certain communication tool is proving not to be very effective, re-organise efforts to use another communication tool or to focus on those which have the most impact).

Table 10 details the KPIs selected for monitoring ASSET communication - dissemination activities.

KPI	Description	Target group	Target value	Partner in charge of monitoring
	Project website views	all	> 2000	LS, ATOS
	Social media followers	Students, all	> 4000	LS, UNINA, ATOS
	– Facebook fans	Students, energy citizens, all	1000	LS, Enostrà, ATOS
	– Twitter	energy citizens, societal actors, all	500	LS, Enostrà, ATOS
Campaign1-1	Newsletters subscribers	policy makers, authorities, public administrations, market regulators, companies in the energy sector	> 200	EASE, ATOS
Campaign1-2	Promotional video		1	EASE, LS
Campaign1-3	Project presentations		> 8	EASE
Campaign1-4	Workshops		> 3	EASE
Campaign2-1	Newsletters (horizontal, yearly)	students / employees of the energy sector	2	UNINA, ATOS
Campaign2-2	Newsletters subscribers		> 1000	UNINA
Campaign2-3	Promotional video (horizontal)		1	UNINA, LS
Campaign2-5	Workshops		> 10 (at least one/partner country)	UNINA, all
Campaign2-6	Links from the partner's websites		> 6	UNINA, all
Campaign3-3	Views on the various channels	energy citizens, societal actors	10000	Enostrà, ATOS
Campaign4-1	Newsletters (horizontal, yearly)	universities, research centres, training actors	>2000	RWTH, ATOS
Campaign4-2	Newsletters subscribers		> 20	RWTH, ATOS
Campaign4-3	Promotional video		1	RWTH, LS
Campaign4-4	Workshops/demonstrations		> 6 (at least one/partner country)	RWTH, all
Campaign4-5	Number of scientific publications in conferences and journals		7	RWTH
Campaign4-6	Number of Keynotes in conferences		> 3	RWTH
Campaign4-7	Number of invited lectures in universities, research institutions and companies		> 5	RWTH

**Table 10: ASSET communication and dissemination activities KPIs**

### **6.3 Rules and procedures**

There are some rules and regulations regarding communication – dissemination activities that need to be taken into account during the project. These include:

- any communication events or activities that take place in partner territories should be communicated in English to LS, using the appropriate form (Annex III);
- all final documents related to communication – dissemination (e.g. events’ agendas, invitations, events’ presses, etc.) should be uploaded to the ASSET repository.

## 7. Conclusions

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As all work packages have a part of their activities related to the communication /dissemination, WP5 is a cross-cutting work package that will coordinate all those communication activities. Accordingly, it is essential to have a communication plan which defines the audiences, clear goals as well as the action plan for reaching those goals.

The detailed ASSET communication plan is given in this deliverable. This plan includes:

- the definition of ASSET communication audiences, especially target audience groups;
- the strategy to attract and engage those audiences;
- the identification of appropriated communication tools to reach the ASSET audience and to implement the ASSET communication – dissemination activities.

Moreover, the plan provides also an overall picture of all ASSET communication activities to be implemented during the lifetime of the project and the related timings.

As the plan has been prepared at the starting phase of the ASSET project (by Month 3) and includes some open issues. For instance, some KPIs related to ASSET communication campaigns need to be redefined or better quantified; the organisation of the project events needs to be further planned, and the involvement of the project partners in those events is not clearly mentioned in the plan.

Therefore, the ASSET communication plan will be reviewed regularly during the project lifetime and be updated whenever necessary, in order to ensure that the communication and dissemination objectives of the project are met.



## Annex I: Obligatory Logos

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– **Project logo**



- **European Union flag and financing phrase in English**



Funded by the Horizon 2020 Framework  
Programme of the European Union  
under Grant Agreement n. 837854

- **Specific rules for using EU logo:**

- The European H2020 programme logo needs to be placed on the first page.
- It should not be smaller than the size of other logos displayed.
- The text « Funded by the Horizon 2020 Framework Programme of the European Union » should be clearly readable.
- There is a mandatory clear area surrounding the logo.
- The logo should be placed on all documents
- Some modifications of the logo are unacceptable such as:
  - Proportional changes between different elements
  - Disproportionate resizing
  - Colour change
  - or reduced clear area proportions

## Annex II: ASSET Graphic Identity Manual

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### Introduction

#### Purpose of the graphic identity manual

This manual presents the Graphic Identity of the project ASSET as a complementary document to the project Communication Plan, one of deliverables planned for Work Package 5: Dissemination, Communication and Sustainability.

The project graphic identity manual consists of a set of guidelines to ensure both the proper use of all logos (colours, fonts, etc.) and the style in which the basic applications are to be made.

### Project logo

The project logo will be the backbone of the communication strategy. The idea of Innovation is clearly given by the logo, while dark green color represents green sustainable energy.



Figure 2: Project logo

The high-resolution versions of ASSET logo are available in ASSET repository.

### Basic applications of the templates

#### Word Template

The layout of the Word template should follow the guidelines below:

- the ASSET logo will be placed on the top right-hand corner of each page;
- the EU logo will be placed on the bottom left hand corner of Cover page, while for other pages, instead of the EU logo on the bottom left hand corner place the reference: 'Grant Agreement n. 837854'.

The ASSET Word template is given in Figure 3 below, it is downloadable from the ASSET repository.

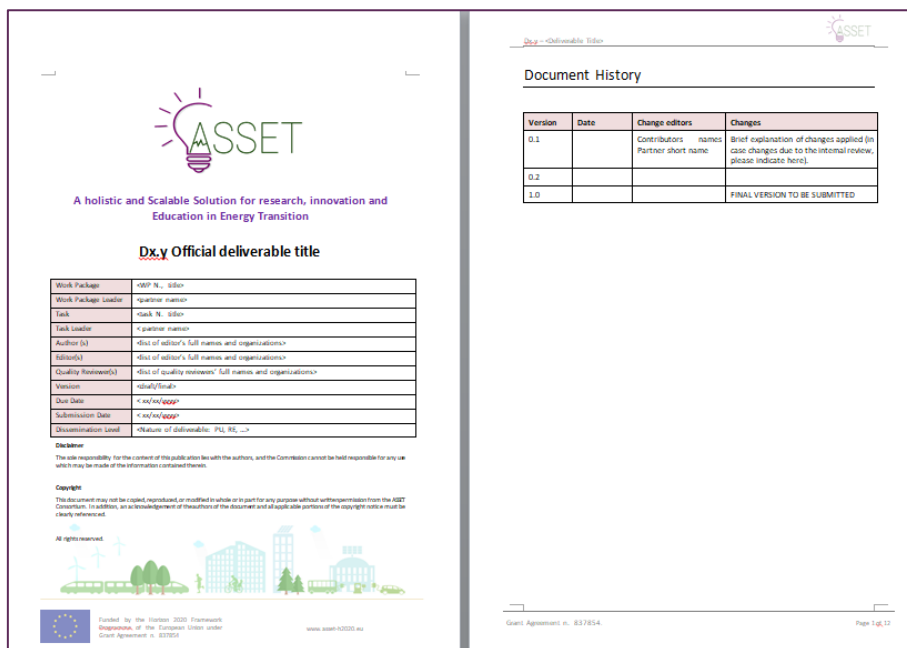


Figure 3: ASSET Word template

### Power Point template

For the project presentation, the use of the ASSET logo, the EU emblem together with the EU financing statement are compulsory. In this case, the partner’s logo may be used and placed on the top right hand corner of the page (Figure 4).

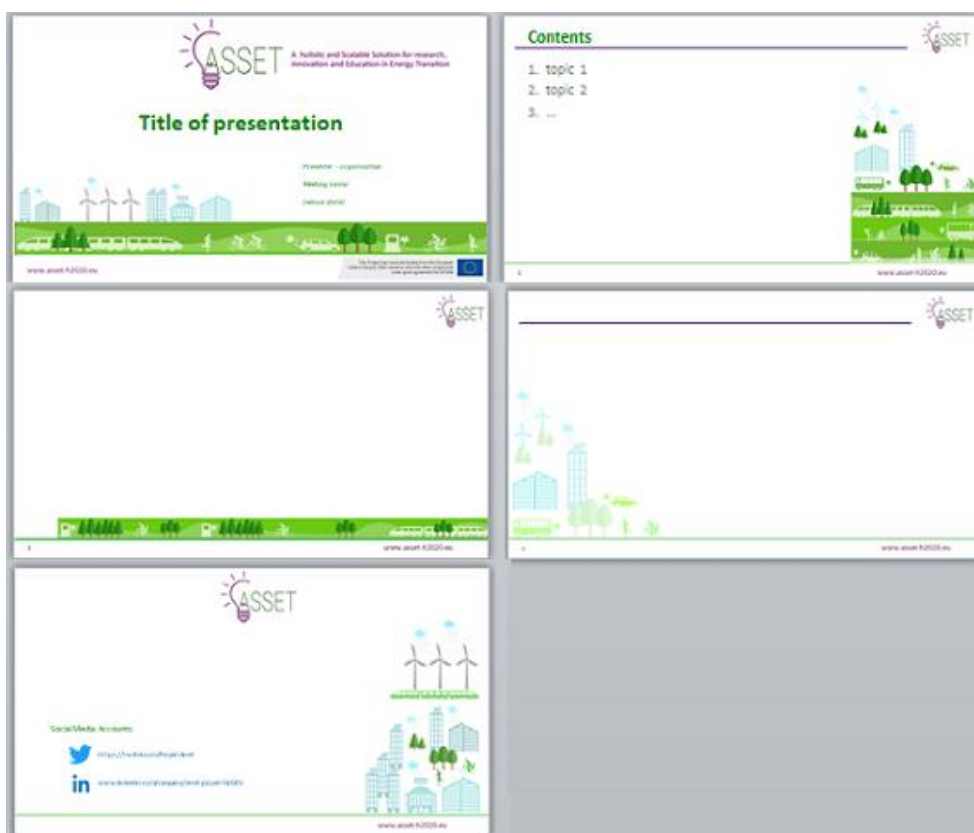


Figure 4: ASSET presentation template

The ASSET presentation template shown in Figure 4s is available also in the ASSET repository.

### Other dissemination products


In order to ensure a widespread dissemination of project results, besides the project website, other dissemination products, such as ‘Project brochure’, ASSET leaflets, project poster and project news letters will be prepared. The related details are given in the Communication Plan.

The first ASSET brochure (work is still ongoing) is illustrated in the following figure.



Figure 5: ASSET brochure (version July 2019)

## Annex III: Press events and press releases template

<p><b>ASSET</b>                  A holistic and Scalable Solution for Research, Innovation and Education                  in Energy Transition</p>		
<p><b>PRESS EVENTS AND PRESS RELEASES TEMPLATE</b></p>		
<p>Dissemination activity: (name of the event or action)</p>		
<p>Partner:</p>	<p>Date:</p>	
<p>Key message:</p>		
<p>Photo (s):</p>		
<p>Brief explanation of the event or action</p>		

## Annex IV: Identification of key events, publications, and social networks

**Table 11: Identified key events**

Name	Date	Location	Link
Conferenza nazionale delle green city	16-Jul-19	Milan, Italy	<a href="http://www.fondazionevilupposostenibile.org/wp-content/uploads/Conferenza-nazionale-Green-City_Programma_16-luglio-2019.pdf">http://www.fondazionevilupposostenibile.org/wp-content/uploads/Conferenza-nazionale-Green-City_Programma_16-luglio-2019.pdf</a>
ICSD 2019: 7th International Conference on Sustainable Development	04-05 Sep-19	Rome, Italy	<a href="https://euagenda.eu/events/2019/09/04/icsd-2019-7th-international-conference-on-sustainable-development-4-5-september-2019-rome-italy">https://euagenda.eu/events/2019/09/04/icsd-2019-7th-international-conference-on-sustainable-development-4-5-september-2019-rome-italy</a>
The 11th Citizens Energy Forum	12-Sep-19	Dublin, Ireland	<a href="https://ec.europa.eu/info/events/11th-citizens-energy-forum-2019-sep-12_en">https://ec.europa.eu/info/events/11th-citizens-energy-forum-2019-sep-12_en</a>
1st Energy and Environment Clustering Event	23-24 Sep-19	Durham, United Kingdom	<a href="https://eua.eu/events/90-1st-energy-environment-clustering-event.html">https://eua.eu/events/90-1st-energy-environment-clustering-event.html</a>
European Research and Innovation Days	24-26 Sep-19	Brussels, Belgium	<a href="https://ec.europa.eu/info/research-and-innovation/events/upcoming-events/european-research-and-innovation-days_en">https://ec.europa.eu/info/research-and-innovation/events/upcoming-events/european-research-and-innovation-days_en</a>
Thinking the future: Strategic foresight in EU Research & Innovation	24-Sep-19	Brussels, Belgium	<a href="https://ec.europa.eu/digital-single-market/events/cf/european-research-and-innovation-days/item-display.cfm?id=23458">https://ec.europa.eu/digital-single-market/events/cf/european-research-and-innovation-days/item-display.cfm?id=23458</a>
Sustainable built environment	24-Sep-19	Brussels, Belgium	<a href="https://ec.europa.eu/digital-single-market/events/cf/european-research-and-innovation-days/item-display.cfm?id=23467">https://ec.europa.eu/digital-single-market/events/cf/european-research-and-innovation-days/item-display.cfm?id=23467</a>
EREK International Conference "MAKE IT HAPPEN WITH RESOURCE EFFICIENCY!"	25- Sep -19	Brussels, Belgium	<a href="https://euagenda.eu/events/2019/09/25/make-it-happen-with-resource-efficiency">https://euagenda.eu/events/2019/09/25/make-it-happen-with-resource-efficiency</a>
Global Academy on the Green Economy	14 - 18 Oct-19	Turin, Italy	<a href="https://www.itcilo.org/en/areas-of-expertise/decent-work-and-sustainable-development/academy-on-the-green-economy/readymag_view?utm_source=CRM&amp;utm_medium=SugarCRM ICTS&amp;utm_campaign=EMLD_A9011_215">https://www.itcilo.org/en/areas-of-expertise/decent-work-and-sustainable-development/academy-on-the-green-economy/readymag_view?utm_source=CRM&amp;utm_medium=SugarCRM ICTS&amp;utm_campaign=EMLD_A9011_215</a>
SAIE international fair on construction market (ASSET promotion: dialogue with policymakers)	24-26 Oct-19	Bari, Italy	<a href="https://www.saiebari.it/perche-esporre/?utm_source=google&amp;utm_medium=cpc&amp;utm_campaign=brand&amp;utm_term=esporre&amp;utm_source=adwords&amp;utm_term=saie&amp;utm_campaign=Search+Brand+SAIE+Bari+2019+Espositori&amp;utm_medium=ppc&amp;hsrc=327477455994&amp;hsa_src=g&amp;hsa_acc=6282795327&amp;hsa_cam=1686274552&amp;hsa_grp=65012151999&amp;hsa_net=adwords&amp;hsa_ver=3&amp;hsa_mt=p&amp;hsa_tgt=kwd-320983699133&amp;hsa_kw=saie&amp;gclid=EAlaQobChMIn9ncit_K4wIVSifVCh3lmgFCEAYASAAEgK2yvD_BwE">https://www.saiebari.it/perche-esporre/?utm_source=google&amp;utm_medium=cpc&amp;utm_campaign=brand&amp;utm_term=esporre&amp;utm_source=adwords&amp;utm_term=saie&amp;utm_campaign=Search+Brand+SAIE+Bari+2019+Espositori&amp;utm_medium=ppc&amp;hsrc=327477455994&amp;hsa_src=g&amp;hsa_acc=6282795327&amp;hsa_cam=1686274552&amp;hsa_grp=65012151999&amp;hsa_net=adwords&amp;hsa_ver=3&amp;hsa_mt=p&amp;hsa_tgt=kwd-320983699133&amp;hsa_kw=saie&amp;gclid=EAlaQobChMIn9ncit_K4wIVSifVCh3lmgFCEAYASAAEgK2yvD_BwE</a>
Europe's Energy Transition	24-Oct-19	Brussels, Belgium	<a href="https://euagenda.eu/events/2019/10/24/europes-energy-transition">https://euagenda.eu/events/2019/10/24/europes-energy-transition</a>
Key Energy/Ecomondo, Green technology expo	5-8-Nov-19	Rimini, Italy	<a href="https://www.ecomondo.com/">https://www.ecomondo.com/</a>
Power Gen Europe	12-14-Nov-19	Paris, France	<a href="https://www.powergeneurope.com/">https://www.powergeneurope.com/</a>
SSPCR – International Conference on smart and sustainable planning for cities and regions	9-13 Dec 19	Bolzano, Italy	<a href="http://www.sspcr.eurac.edu/">http://www.sspcr.eurac.edu/</a>
Klimahouse	Jan-19	Bolzano, Italy	<a href="http://www.fierabolzano.it/klimahouse/">http://www.fierabolzano.it/klimahouse/</a>
Fa la cosa giusta	Mar-19	Milan, Italy	<a href="https://falacosagiusta.org/">https://falacosagiusta.org/</a>
Energy Med	Mar-19	Naples, Italy	<a href="http://www.energymed.it/">http://www.energymed.it/</a>

## D5.2 – ASSET Communication plan and materials

Name	Date	Location	Link
Eco Med	Apr-19	Catania, Italy	<a href="https://www.eco-med.it/energia/">https://www.eco-med.it/energia/</a>
REScoops General Assembly & International Conference	Mag-19	TBD	<a href="https://www.rescoop.eu/">https://www.rescoop.eu/</a>
European Union Green Week	Mag-20	Brussels, Belgium	<a href="https://www.eugreenweek.eu/en/brussels-conference">https://www.eugreenweek.eu/en/brussels-conference</a>
8th World Sustainability Forum and the Sustainable Development Education Forum	1-6 Jun-20	Basel, Switzerland	TBD
Intersolar	17-19-Jun-20	Munich, Germany	<a href="https://www.intersolar.de/en/home">https://www.intersolar.de/en/home</a>
Festival dell'energia	Jun-20	Milan, Italy	<a href="https://www.festivaldellenergia.it/">https://www.festivaldellenergia.it/</a>
Ecofuturo	Jun-20	Padua, Italy	<a href="http://www.ecofuturo.eu/">http://www.ecofuturo.eu/</a>
European Union Sustainable Energy Week	Jun-20	Brussels, Belgium	<a href="https://www.eusew.eu/">https://www.eusew.eu/</a>
SET Plan Conference	Jun-20	TBD	TBD
Festival dell'economia	Jun-20	Trento, Italy	<a href="https://2019.festivaleconomia.eu/">https://2019.festivaleconomia.eu/</a>
5 <sup>th</sup> Energy and Society Conference	8-10 Sep-20	Trento, Italy	TBD
Keyenergy	5 - 8 Nov-19	Rimini	<a href="https://www.keyenergy.it/">https://www.keyenergy.it/</a>
Power Gen Europe	12- 14 Nov-19	Parigi	<a href="https://www.powergeneurope.com/">https://www.powergeneurope.com/</a>
SSPCR – International Conference on smart and sustainable planning for cities and regions	9-13 Dec-19	Bolzano	<a href="http://www.sspcr.eurac.edu/">http://www.sspcr.eurac.edu/</a>
Klimahouse	Jan-20	Bolzano	<a href="http://www.fierabolzano.it/klimahouse/">http://www.fierabolzano.it/klimahouse/</a>
Fa la cosa giusta	Mar-20	Milan	<a href="https://falacosagiusta.org/">https://falacosagiusta.org/</a>
Energy Med	Mar -20	Napoli	<a href="http://www.energymed.it/">http://www.energymed.it/</a>
Eco Med	Apr - 20	Catania	<a href="https://www.eco-med.it/energia/">https://www.eco-med.it/energia/</a>
REScoops General Assembly & International Conference	May-20		<a href="https://www.rescoop.eu/">https://www.rescoop.eu/</a>
Festival Energia	Jun-20	Milan	<a href="https://www.festivaldellenergia.it/">https://www.festivaldellenergia.it/</a>
Ecofuturo	Jun-20	Padova	<a href="http://www.ecofuturo.eu">www.ecofuturo.eu</a>
Festival dell'economia	Jun-20	Trento	<a href="https://2019.festivaleconomia.eu/">https://2019.festivaleconomia.eu/</a>
Intersolar	17-19 Jun-20	Munich	<a href="https://www.intersolar.de/en/home">https://www.intersolar.de/en/home</a>

**Table 12: Identified key publications**

Festival Economia	<a href="https://2019.festivaleconomia.eu/">https://2019.festivaleconomia.eu/</a>
Quotidiano Energia	<a href="https://www.quotidianoenergia.it/">https://www.quotidianoenergia.it/</a>
Staffetta quotidiana	<a href="https://www.staffettaonline.com/">https://www.staffettaonline.com/</a>
Quale energia	<a href="https://www.qualenergia.it/">https://www.qualenergia.it/</a>
Canale Energia	<a href="https://www.canaleenergia.com/">https://www.canaleenergia.com/</a>
La Nuova Ecologia	<a href="https://www.lanuovaecologia.it/">https://www.lanuovaecologia.it/</a>
Rinnovabili.it	<a href="http://www.rinnovabili.it/">http://www.rinnovabili.it/</a>

**Table 13: Identified key social media**

Facebook group: "Autocoscienza accumulatori energia"
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Facebook group: “Uniamoci per Contare: Gruppo per la mobilità elettrica sostenibile”
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LinkedIn Page: “The Renewable Energy Network”
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LinkedIn Page: “GWNET: Global Women's Network for the Energy Transition”
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