



Re-vitalising Energy Transition in Touristic Islands

Communication and Dissemination Plan Deliverable 7.1 - Public

Lead beneficiary: USE

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History of Changes

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List of Acronyms

Acronym	Meaning
AB	Advisory Board
CA	Consortium Agreement
DSP	Digital Social Platform
ECAS	European Commission Authentication Service
ET	Energy Transition
EU	European Union
GA	Grant Agreement
GeA	General Assembly
LASM	Local Authorities Support Managers
MS	Microsoft
MOOCs	Massive Open Online Courses
PC	Project Coordinator
PM	Person-Month
PMB	Project Management Board
RP	Reporting Period
SC	Steering Committee
SECAP	Sustainable Energy and Climate Action Plan
SM	Social Media
SYGMA	EC's grant management system for Horizon 2020
TL	Task Leader
ToC	Table of Contents
WP	Work Package
WPL	Work Package Leader



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Introduction

Purpose of the document

The present document aims at giving an overview of the communication and dissemination actions that will be carried forward to enhance the knowledge, visibility and impacts of this Project. Raising awareness, while assisting and reaching public authorities and stakeholders, in transforming the energy context of the European Regions, to facilitate a rapid energy transition towards a decarbonized and sustainable economy.

Project Summary

This project assists public authorities in transforming the European region's energy context to facilitate a rapid transition to a decarbonized and sustainable economy. GENERA's goals have a twofold effect: first, to establish a framework of energy transition measures for the implementation of the energy transition of the municipalities' agendas in tourist islands. The Project will assist them along the whole path from the agenda creation, to the measure's implementation and citizen engagement, all in accordance with the EU Island Clean Energy Transition Agendas and the Covenant of Mayors. Secondly, to promote the implementation of energy monitoring measures to quantify the process evolution.

The GENERA concept is grounded on four principles as follows:



Figure 1 GENERA 4 Founding pillars

The present document will describe how all communication and dissemination will be tailored to convey the above four pillars to the target groups of the present Project

Communication Strategy

Terminology

Genera's terminology reflects that of the European Climate, Infrastructure and Environment Executive Agency, hereinafter referred to as CINEA, specifically to the rules provided in Annex 5 of the Grant, while using the following definitions for the terms: dissemination and 'communication'.

- **Dissemination and engagement:** the Project will share its research results and accrued knowledge with anyone interested, specifically peers from the scientific communities, policymakers, and any player coming from the industry or commercial actors. Being a research and innovation project, keeping an 'open science' and 'open data' approach is crucial to contributing its results both contributing to the research and for building knowledge and citizenship with the target communities. Furthermore, in GENERA, dissemination and engagement will vary in order of importance and complexity, giving priority to awareness, persuasion of attractive value propositions, and finally, engagement.
- **Communication:** the Project and its beneficiaries must promote the action and its results, by providing tailored information to targeted and multiple audiences, thus including media, possibly engaging in a two-way exchange whilst enriching both Grant's strategy and the audience's knowledge.

Goals and Objectives

Communicating and disseminating the activities and results of a research and innovation project is crucial to ensure the engagement, and the sharing of results and methodologies, to the stakeholders at all levels (specifically other European municipalities). Part of the communication will also reach the broader audience as Global Mediterraneo S.L.U., media partner to GENERA an audio-visual and radio production company¹, will lead the communication and dissemination activities.

The island municipalities, stakeholders and citizens will be reached by dissemination and communication efforts, based on workshops, activation of online communities and social media and use of press and mass media.

Concretely, specific objectives of the communication and dissemination tasks within the Project are:

- to create ad hoc communication and dissemination plans, strategies and tools for GENERA which include as many media channels as possible to engage public authorities and citizens within the Mediterranean municipalities located on islands to accelerate the energy transition culture in these regions.

¹ Global Mediterraneo S.L.U. is connected to TEF TV, Ibiza Global TV, Ibiza Global Radio, local newspapers of Ibiza and Formentera.

- to promote at a national level, training courses on energy sustainability roadmaps, monitoring tools, business and regulation ethical aspects and energy transition so to foster the capacity building of the communities and empower community building. This goal will persist in the five years of life span after the end of the Project.
- carry out a GENERA media campaign to enhance the impact of the project at the regional/national and international level with the twofold effect of
 - 1) making the Projects vision and methodology widespread at global level, thus attracting other institutions and leaders of the energy sector, by leveraging GENERA's partners' linkages.
 - 2) bringing awareness in the civil society, through specific campaigns (see 'Media Campaigns' paragraph) and energy cooperatives, while aggregating communities together in understanding the importance of energy sustainability and the relation between sustainability and responsible tourism.

Language/Tone of Voice

The language/tone of voice through which the information will be transmitted to each target group listed below will be dynamic, persuasive, positive and motivating, to achieve a high level of engagement in the project.

Visual Identity

Global has developed the visual identity of GENERA. All visual material used for both internal and external communication will follow a specific branding strategy while graphically conveying the message of the energy transition in tourist islands. In the following paragraphs, a specific description will be provided.

Logo and colour palette

The logo is composed of 3 elements.

1. The first letter of GENERA has been used to create the logo. The 'G' has a pattern of solar panels to reinforce how this project is all about energy production from different natural sources.
2. The central and lighter/brighter part of the letter "G", represents an appliance plug, but the pins are replaced with trees. These graphic elements wanted to convey the holistic and natural preservation of the environment through a sustainable energy transition.
3. The three blue lines represent the water surrounding the islands involved in the three countries of the Consortium, which represent the 3 countries that are part of the consortium.

The selected colours are 2 types of green and blue, which recall the colours found in nature and in the sea while aiming at reinforcing how this project is focused on protecting the environment.

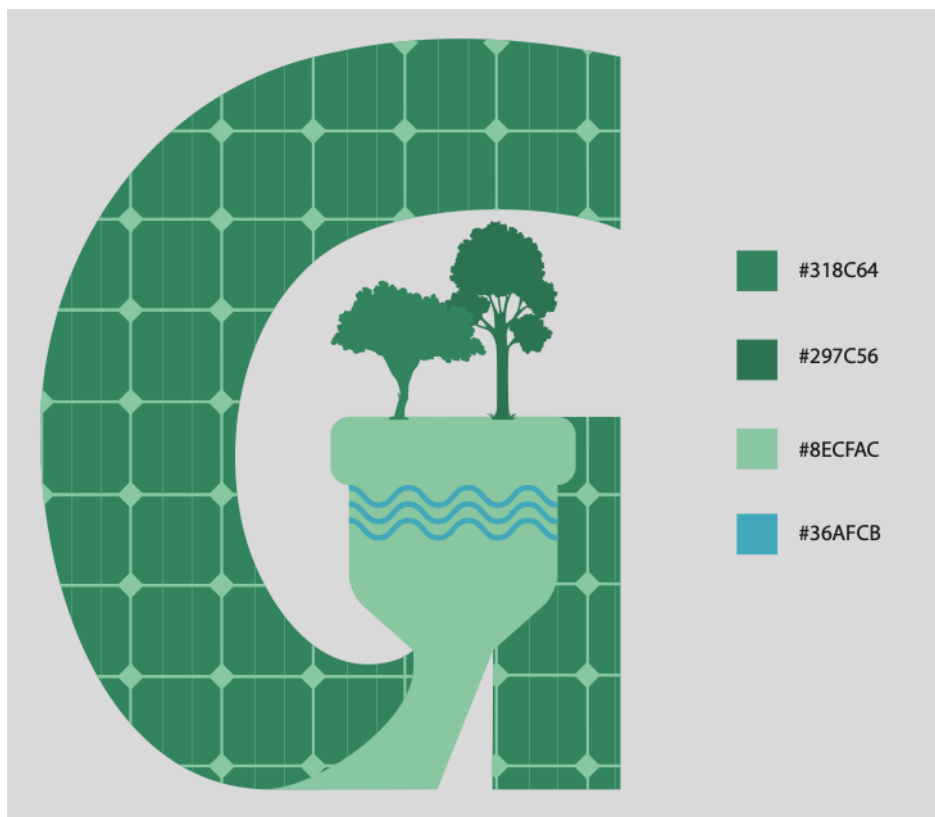


Figure 2 GENERA official logo

EU Logos and Disclaimer

In compliance with Annex 5 to the Grant and [CINEA](#)², all communication activities and graphic assets used for the dissemination of GENERA, including media relations, conferences, seminars, information material, such as brochures, social media posts, leaflets, posters, presentations, in both hard and soft copy, and in general any asset funded by the grant, must acknowledge EU support and display the Life flag (or 'emblem') and funding statement "Co-funded by the European Union" (translated into local languages, where appropriate) as follows:



Figure 3 LIFE official emblems

The 'emblem' will remain distinct and separate. It shall not be modified by adding other visual marks, brands or text. It will be the sole logo and visual identity that will be used to highlight EU support.

² As specified on the Communication and GDPR rules expressed in https://cinea.ec.europa.eu/programmes/life/communication-and-gdpr-rules_en#disclaimer

When displayed in association with the GENERA logo, the EU emblem must be displayed to be at least as prominent and visible as the Grant logo.

Furthermore, the use of the following disclaimers is required whenever using the 'funding logo' on the dissemination and communication products, as follows:

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

The disclaimer may be translated into the EU local language where appropriate.

Templates

Templates have been created for deliverables, PowerPoint presentations, meeting minutes, agendas and reports. The objective of these templates is to have a visual identity of the GENERA project that reflects the values of the project such as sustainability, energy transition, clean energy and renewable energy. The templates can be easily adapted to different target groups, based on the specific communication needs and use the logo's colour palette.

Here are a few examples of set templates:

1. PowerPoint presentation:

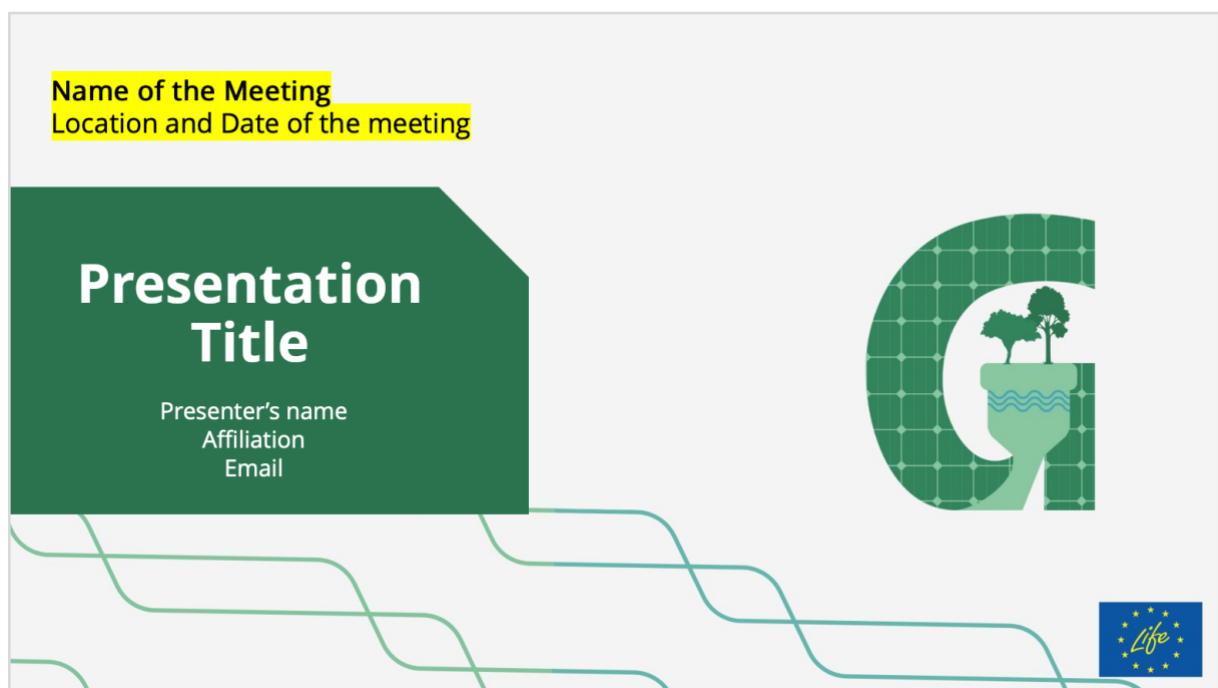


Figure 4 GENERA PowerPoint presentation template

2. Deliverables template:

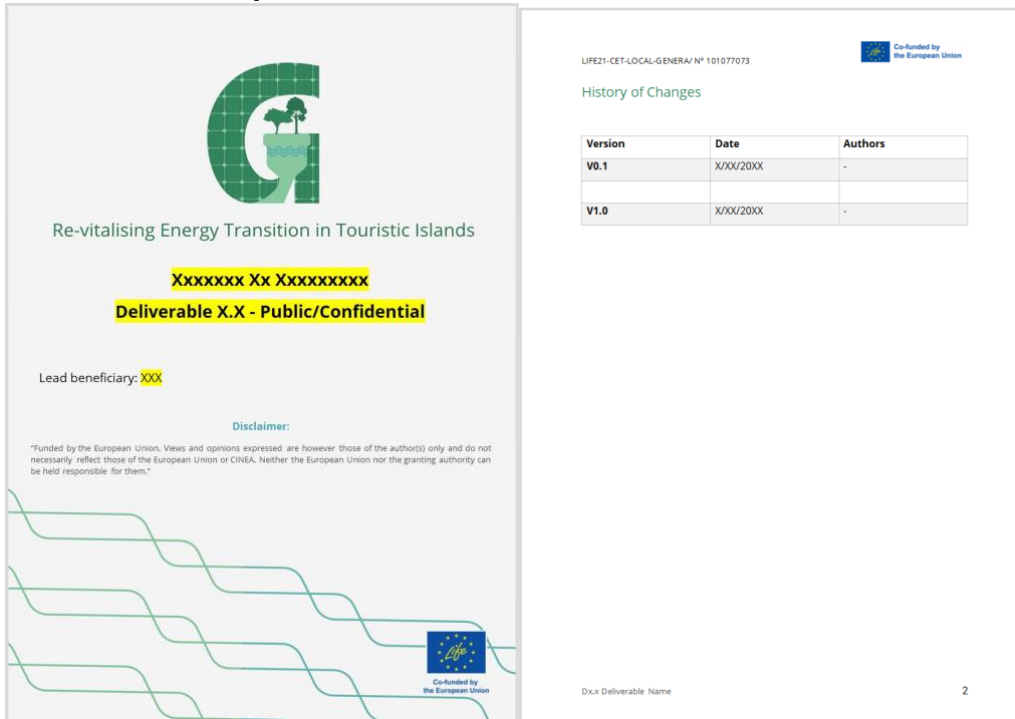


Figure 5 GENERA Deliverables and report template

Fonts

The *Open Sans* font typeface was chosen as it has a neutral yet friendly appearance. This typeface is optimised for print, web and mobile interfaces, and features excellent legibility characteristics in its letterforms.

Engagement and Dissemination Strategy

GENERA will disseminate all contents according to the Communication Plan inserted in this document, and target and engage the beneficiaries and stakeholders indicated in the 'Target Groups' section of this deliverable.

Content Generation

The content that will be created is intended to reflect the values of the project and diversify its message, overall content and or chosen media, based on the target group to which it is addressed. Contents will be generated by the whole consortium, supported by GLOBAL (video productions) and MAGGIOLI (social media content). UPV will provide additional support in the creation of both contents, if necessary. An editorial plan, specifically on SM, will tentatively be set monthly and coordinated by UPV, to better plan the dissemination of information and communication products.

Content will be created and spread following an internal calendar structured by the partners and will reflect the updates and events of the GENERA project, as well as important dates regarding energy transition and sustainability.

All the Consortium Partners will support the dissemination of the Project's content on their social media channels, during events, with local media, local communities and or any other occasion that will concur to the dissemination of GENERA amongst the target groups indicated in this document.

Content and tools accessibility will be strongly encouraged in all tools produced by all partners, to further support the Project's outreach.

Partner Engagement

All partners will be actively engaged in disseminating the content generated by the project with their networks. Their social media accounts, websites, participation in events (clustering events, seminars, workshops, presentations, activities in the pilot cities, etc), contacts with the press and or any planned publication which involves GENERA, will become a means of dissemination and will be reported to the Coordination Team with the required information that will be reported and archived.

Partners will also further engage and commit within their local ecosystems and find viable solutions and readapt the general communication strategy based on the Project's tasks and local needs. In some islands, some tools will be more functional than others, and the Partners will be the bridge to fill in the needs of the specific islands, to best engage and disseminate to the local stakeholders and target groups.

Target groups

The main target audiences consist of individuals and organisations that can benefit from all of the Project's output based on Grant's planning. The GENERA project has identified the following target groups as beneficiaries and aims at keeping all these different categories of stakeholders informed and involved in the project's progress:

Target Group		Description	Level of Engagement
T1	Public Authorities and Policy Makers	They are key stakeholders to the project and will be involved in the dissemination strategy to increase the visibility of the GENERA project.	Inform/ Collaborate
T2	Citizens	All citizens need to understand the challenge, and the potential solutions and become aware of how they can become part of the solution.	Inform/ Collaborate
T3	Tourists	All tourists of the islands need to become aware of the specificities of energy sustainability in the islands they visit, and understand and embrace environmentally sustainable behaviours.	Inform/ Collaborate
T4	Organisations and private entities with the potential of being involved in the energy transition	Some organisations can contribute to the energy transition in several ways: from investors who may decide to engage in the energy business to travel organisations and actors (from transportation to hotel operators) that can make changes in their operations which may positively affect the energy consumption and generation. Given the diversity of tourist actors (from international hotel chains to local people pursuing additional revenues) the spectrum of people that need to be educated and engaged is vast.	Inform/ Collaborate
T5	Tourism Industry	All the tourist value chains should be involved in the conversation, from logistics to accommodation and restoration. It is crucial to involve and target them as they are both the most polluting actors of the tourist sector, while also being the ones in the best position to reach the highest number of 'customers' directly.	Inform/ Collaborate

Table 1 GENERA Target groups

Media Campaigns

Two media campaigns will be organised to be as interactive and engaging as possible while focusing on local markets and communities:

Campaign 1 – Communication with public local/regional/national authorities and policymakers. Three roadshows will be organised at the national level in Spain, Italy and Greece, which will attract and engage relevant stakeholders. Following the roadshows, a final event will be collected and hosted during a European conference, with interested stakeholders at both national and international levels. The events will expose Genera to a broader audience which will also be targeted during specific international events, including sister projects and clustering events. Reach out to the press and update the website with relevant information.

Campaign 2 – Communication with energy citizens and local organisations. This campaign will be multimedia-based carried out on plural channels, and be broken down into two distinct sub-campaigns.

A) Energy Citizen Campaigns which will convey the following subset of topics:

- the importance of energy sustainability;
- energy-efficient-behaviour,
- energy-efficient society; and
- green tourism.

This campaign will go beyond the 3 designated countries during the last six months of the Project, to further engage with citizens on the energy transition topics and involve them in the European energy debate.

B) Local Organisation Campaigns which will target local citizens to better disseminate the energy transition topics.

Specific communication tools will be developed, comprising an information kit of good practices, documentaries and commercials, and social game-based competition.

Communication and Dissemination channels

Website

A GENERA website was created and went online in the first month of the Project (December 2022) from the beginning of the Project, visible on the following link:

<https://life-genera.eu/>.

It is intended as a live tool that will be updated along with the development of the Project. New sections may be created and they will regularly be updated with relevant information.

The colours and graphics are aligned with those described in the present document and may be visualised on its home page as follows:



Touristic islands around the world are facing crucial energy challenges, including fossil fuel dependency, high electricity costs, high environmental impact, and vulnerability to EU climate change targets and policies. Already, fourteen EU countries have agreed to accelerate the clean energy transition on more than 2,700 by reducing their energy import dependency, maximizing distributed energy generation near consumption, and adopting innovative energy solutions. At the same time, the Paris Agreement sets an aspirational goal of limiting the global average temperature increase to below 2°C above pre-industrial levels by the end of this century and pursuing efforts to bound the increase to 1.5°C already by 2050. These targets would not be possible without the active involvement of local actors.

GENERA brings together public authorities, universities (academic and research centers), industry, and media to enhance and facilitate the transition process in the framework of the Covenant of Mayors for Climate & Energy and Smart Cities & Communities, and the EU 3-Energy Package. The project's goal is twofold: First, to establish a framework of energy transition measures in municipalities and assist them along the whole path from agenda creation to measures implementation and citizen engagement in tourist islands, in accordance with the Covenant of Mayors. And, secondly, to promote the implementation of energy transition monitoring measures that allow us to quantify their evolution.

Figure 6 Screenshot of GENERA website

To further enhance the visibility of GENERA and LIFE21's mandate, and in compliance with LIFE Programme requirements, each Consortium Partner will have a dedicated page on their business website. It will have information on the Project and redirect the traffic to the Project's institutional website.

Social Media

As indicated in the Grant document, the GENERA social media strategy is centred on LinkedIn, Facebook and Twitter. All official accounts were launched immediately after the kick-off meeting in Valencia (ES) in December 2022, and are aligned with the visual design of the rest of the Projects communications materials.

The LinkedIn account @GENERA Project, the Facebook page @GeneraProject and the Twitter account @GeneraProject are the three main social media accounts employed to create a community around the Project, regularly engage with stakeholders, connect with relevant accounts or individuals, promote news items and events (both off and online)

that GENERA is attending or organising. Furthermore, the social media accounts will support the dissemination of the project's outcomes and updates. Partners of the Consortium will be encouraged to provide content to generate posts and will also share on their accounts GENERA's posts.

The fonts, colours and graphics of the GENERA used for all communication materials, are also reflected in the social media accounts.

From an operational perspective, all accounts have been created with different administrators, so that WP7 Leader and Project Coordinator may generate content on the different pages.

Tags and Hashtags

Triggering the growth of the GENERA community is crucial for engaging and disseminating content as described in this document. To this end, including relevant accounts (such as the ones linked to CINEA or the European Commission) and "tagging" them in ad hoc posts, will increase the possibility of multiplying the post's views and further reach to the different targeted stakeholder communities. In short, tagging will incentivize relevant stakeholders to share or retweet GENERA's content in their communities. All partners will provide the links and @names of their accounts, and communicate to the Social Media Manager the social media accounts that will be used to disseminate the Project's content. When sharing posts relevant to GENERA, all partners will include GENERA's tag for the specific SM channel and hashtag.

The following hashtags from the LIFE programme are also recommended while posting:

#LIFEprogramme #LIFEproject #LIFEprojects #LIFEis30
#ClimateNeutralEU #EnergyTransition #CleanEnergyEU #EU2050

Other ad hoc tags and hashtags directly linked to the Project and or its activities will be developed. A few examples are as follows:

#GENERA #EnergyTransition #GeneraLife #CleanEnergy #sustainable

Further to the three accounts created as of March 2023, official GENERA YouTube and SlideShare accounts will be set up to upload videos as well as presentations and seminars material created during the project. This content will also be embedded on the GENERA web pages and shared across other channels and media, used by GENERA to disseminate content.

All of GENERA's social media accounts will generally target all stakeholders and, yet each specific SM channel with further target distinct groups of people, based on the peculiarity of the medium as such. In general, the various channels may leverage content from the accounts on the other media and or ad hoc campaigns. A brief description of each account created for the Project is as follows:

Facebook page @GeneraProject

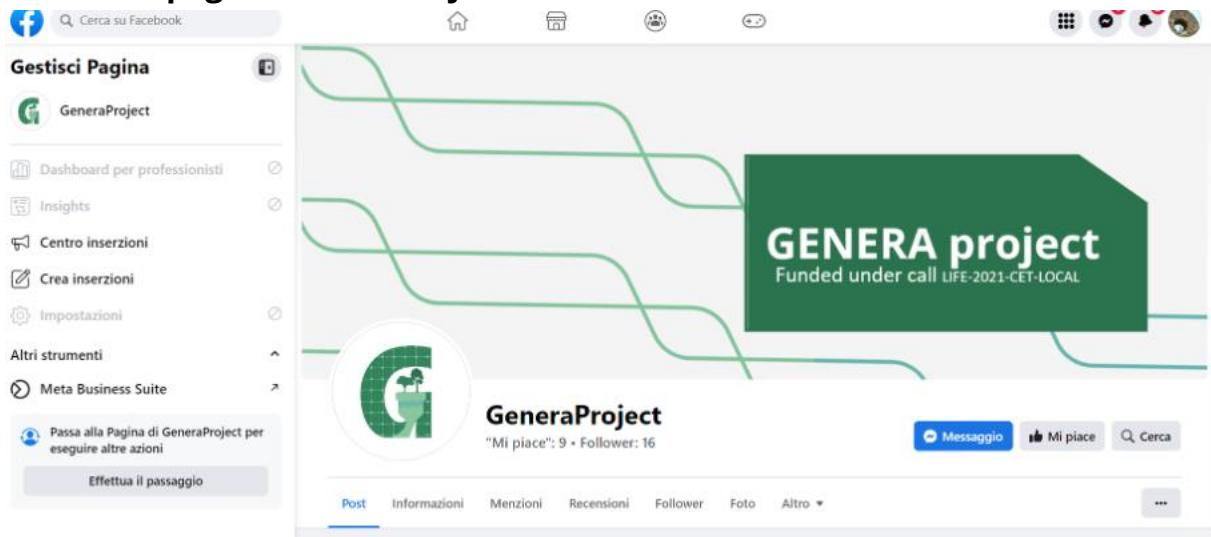


Figure 7 Screenshot of GENERA Facebook page

Link: <https://www.facebook.com/profile.php?id=100088395187662>

Target: all the actors involved in the energy transition, local communities and groups of citizens of the islands, local business' (SME's or larger) targeted by the Project, local tourism or cultural organisations, tourists who might look into local groups for their travel purpose.

Desired outputs: this channel out of the three SM inserted in the Project, will be the most engaging at the community level. The tentative aim here is to interact with the designated target groups and engage them in the Projects campaigns and mandate.

Language and message: as this medium will be used to target heterogeneous target groups, its messages and language will vary over the overarching life of the Project. Institutional posts with information from GENERA may have a more dry, cut and formal language, whereas when communities will be targeted on specific activities, a simpler and more colloquial tone may be used. It will convey results, content from the Project, communication products (videos, events, photographs, etc) and anything deemed appropriate.

Risks: Facebook is rapidly being dismissed in favour of other social media platforms and primarily targets the generation over 35. In the long run, this account may encounter obsolescence.

Mitigation Action: The @GeneraProject Facebook page will target citizen communities in the areas where the pilots are located. This kind of online community is still thriving on this social media and could allow for a wide reach for the project's outputs.

Twitter account @GeneraProject



Figure 8 Screenshot of GENERA Twitter account

Link: <https://twitter.com/GeneraProject>

Target: public authorities, policymakers, tourist industry, citizens and tourists, other EU (and non) Projects and initiatives, academic and research entities.

Desired outputs: word-of-mouth effect amongst potential stakeholders and possible new ones. Also, this channel may easily be used by the Consortium partners and increase the dissemination of the Project's results to other EU partners and or Projects.

Language and message: as a limited number of characters are allowed as of today, brief messages with visual attachments and or links will be shared. The content will reflect the project's results, share other content relevant to GENERA (not directly produced from the Project), original communication products (videos, events, photographs, etc), and anything deemed appropriate.

Risks: Twitter is changing its strategy along the way and mitigation measures may be envisaged which may impact the performance of the communication and dissemination means.

LinkedIn account @GENERA Project

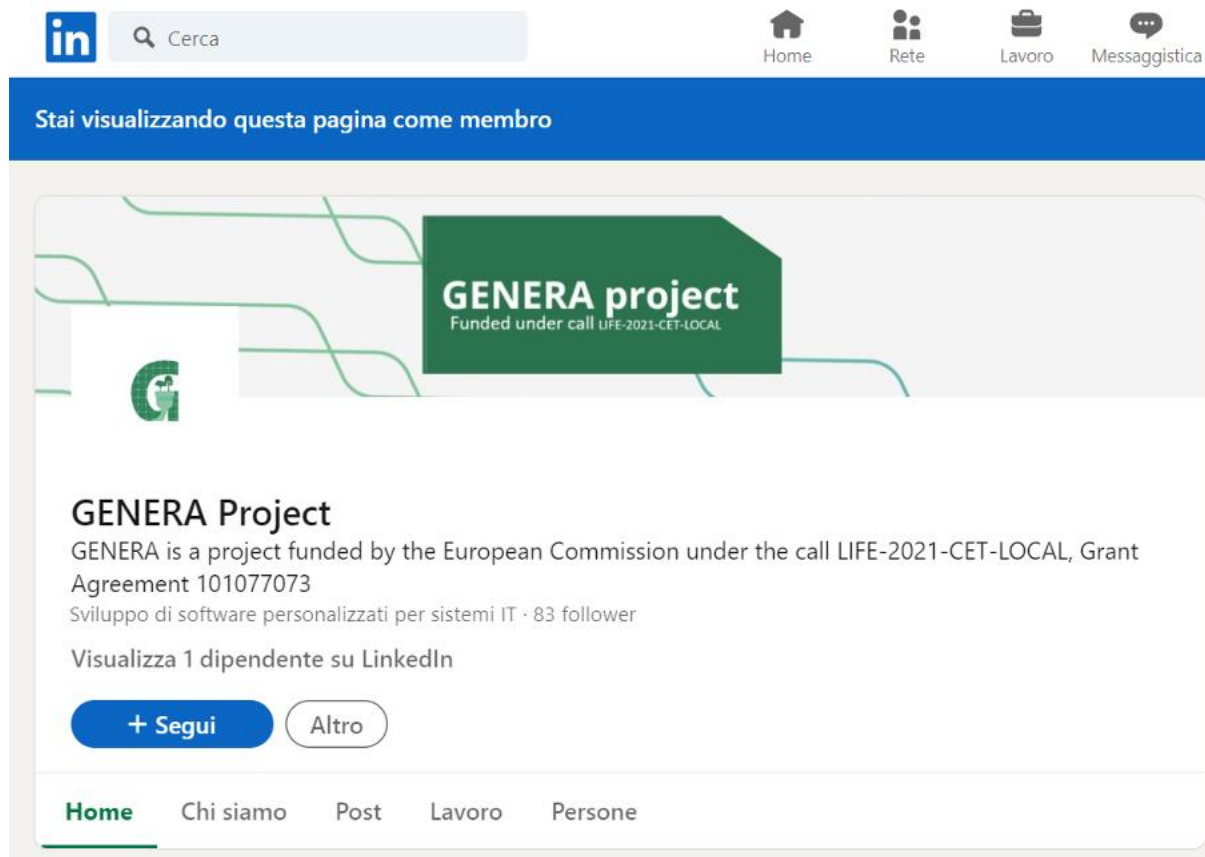


Figure 9 Screenshot of GENERA LinkedIn page

Link: <https://www.linkedin.com/company/genera-project/>

Target: Authorities and policymakers, business, cultural and touristic organisations, professional entities, interested people on the thematic areas of the Project, other EU (and non) Projects and initiatives, academic actors,

Desired outputs: further dissemination of GENERA' results. This medium is particularly apt for disseminating content at a professional level. It offers the possibility to better engage with possible partners and network with specialised entities. Together with LinkedIn, it is widely used by EU Projects and initiatives.

Language and message: a more formal and professional language is required to reflect the communication style of the target. It offers the possibility to share content both as an attachment or link and to accompany it with descriptive text.

Other

Further to the above three social media channels, SlideShare and YouTube will also be set with two accounts, with the following objectives:

- **SlideShare:** this medium will be used to upload relevant presentations ad or any other communication material, that may further support the dissemination of GENERA’s information and knowledge, to academia and any other stakeholder interested in acquiring the data.
- **YouTube:** a GENERA channel will be set to host as a repository and spread all videos as indicated in the Grant, linked to the project. The videos will be shared through all the other GENERA SM accounts. The global outreach and embedded accessibility tools of YouTube, and its openness to non-subscribers, will support the ‘open source/science/data’ dissemination approach, required for EU projects.

Other SM channels may be developed accordingly based on the Project’s needs and activities.

Social Media Dissemination Plan

A specific “Editorial Calendar” has been set for social media. It will track the content topic, the objective, hashtags, accounts used and the type of content as follows:

EDITORIAL CALENDAR														
Week	Day	Topic	Objective (*)	Social Network				Copy	Hashtags	Type of content				Comments
				FB	TW	LI	YT			Link	Text	Photo	Video	
W1	Monday													
	Tuesday													
	Wednesday													
	Thursday													
	Friday													
	Saturday													
	Sunday													
W2	Monday													
	Tuesday 7	Video Kick Off Meeting Valencia		X	X	X	A brief summary of the Kick Off Meeting of the GENERA project held in Valencia last November. Join us in this project that aims to implement energy transition measures on European tourist islands 🌍 🇪🇺 More information: https://life-genera.eu/	#GENERAProject #LIFEprogramme #ClimateNeutralEU #EnergyTransition #CleanEnergyEU				X		
	Wednesday													
	Thursday													
	Friday													
	Saturday													
	Sunday													
W3	Monday 13	Participation in the Res4city event		X	X	X		#GENERAProject #LIFEprogramme #ClimateNeutralEU #EnergyTransition #CleanEnergyEU						
	Tuesday													
	Wednesday 15th	Just 10 days to Earth Hour + Event in Tenerife 31st of March		X	X	X								
	Thursday													
	Friday													
	Saturday													
	Sunday													
W4	Monday													
	Tuesday													
	Wednesday	World Water day (and -3 days to Earth hour)		X	X	X								
	Thursday									X			X	
	Friday													
	Saturday	Earth Hour		X	X	X								
	Sunday													
* OBJECTIVES														
1	Engagement													
2	Conversation													
3	Traffic to website													

Figure 10 GENERA draft social media dissemination plan

The topics to be communicated through the project's social networks will tentatively be determined a month/ month and a half in advance and depending on the objective pursued and the target group to be addressed, the social networks on which the content will appear will be determined.

Communication and Dissemination Plans

Communication products				Dissemination Plan			
Output	Target Group	Lead Creator	Contributor	Purpose	Dissemination Channel	Timing (In months)	Lead ³
Logo and Graphic Identity	ALL	Global	UPV	Recognition of the Project and LIFE21 Programme and will be included in all of the Projects outputs	ALL	M1-M30	ALL
Introductory Press Release (included in first media kit)	ALL	Maggioli	UPV	Inform at all levels and engage at a local level.	Municipalities/Islands, SM, Website, Press+Media, Roadshows Other	M5-M30	Global
Videos (documentaries, commercials and SM reels)	ALL	Global	All	Inform, disseminate and engage broader audience	SM, Website, press	M5-M30	Global
Website	ALL	Maggioli	UPV	Inform, disseminate and engage broader audience	SM, Partner channels	M2-M30 + 5 years beyond the end	Maggioli
Laymans Report	ALL	Maggioli	All	Disseminate the Project information and results to a broader audience	WebSite, SM, CP channels, Partner Channels	M30-M30	Global
Roll-ups, posters and or notice boards	ALL	Global	UPV	Recognition of the Project and LIFE21 Programme	Live Events, Municipalities/Islands, SM, Website, Press+Media Other	M5-M30	Local ecosystems and CP participating to the events
Events - 3 Roadshows (Media Campaign 1)	T2,T3,T5	Maggioli	USE	Engage with Island target categories and empower citizens on energy transition	Live Events, Municipalities/Islands, SM, Website, Press+Media Other	M6-M30	Global will guarantee the international outreach, UPV, Maggioli
Events - international Events	T1,T4,T5	UPV	All	Engagement and dissemination at international, specifically to enhance GENERA's mandate and results to the target group and stakeholders of the private or research sector	SM, Events (both virtual and live), Partner channels, other	M6-M30	Global, Maggioli, UPV
Events - International Media Festivals and Contests	ALL	Global	All	Dissemination and engagement to broader public on GENERA's themes and objectives.	Website, SM, Events (both virtual and live), Partner channels, other	M5-M30	GLOBAL, Maggioli, UPV
Information Kits of Good Practices	All	USE	All	Dissemination of good practices collected along the Project lifespan, collected into a final knowledge management product	Website, SM, Events (both virtual and live), Partner channels, other	M12-M30	ALL
GENERA Social Game-based competition	T2	USE	All	Awareness and engagement of civil society in embracing the energy transition in the islands.	Specific platform on GENERA website, SM, Events (both virtual and live), Partner channels, other	M10-M30	ALL
GENERA Digital Social Platform	T2	UNIWA	Maggioli	Disseminate, raise awareness and engagement of civil society in embracing the energy transition in the islands.	Social Game-based competition organised around the platform, at least 3 events in 3 countries to kick-off the platform	M8-M30	ALL

³ In order of relevance


Open online courses and Seminars	T1, T2, T4	UPV, UNIWA	ALL	Share knowledge and tools on energy transition for policy makers, citizens, experts and industry	Specific knowledge repository open access platform provider, website,  SM, Events (both virtual and live), Partner channels, other	M6-M30	ALL
Scientific Publications ⁴	T1, T4	UPV, UNIWA	UPV, UNIWA	Engage specific 'expert' stakeholders	Partner Channels, University Research media, scientific open access platforms, website, SM, Events (both virtual and live), Partner channels, other	M5-M33	

Table 2 Communication and Dissemination Plans

⁴ Legend: SM - social media / CP - consortium partners / T- Target Groups as identified in Target Groups Table / NA - not available

Communication and Dissemination Tools

Various tools will be put in place to convey GENERA's messages to all stakeholders. As follows is an overview of what is envisaged as a baseline throughout the Project's lifecycle:

Media Kit

A media kit will be developed to increase the engagement and interest of the target groups indicated above. To this end, 1 flyer or brochure, 1 press release and 1 poster describing the project will be created in English, Spanish, Italian and Greek. Further ad hoc communications tools such as posters, leaflets or other visual material will be created upon specific requests from the Consortium and used in project activities and events as specific 'media kits'.

Press Releases

Ad hoc press releases will be issued before the events that will involve Genera and in ad hoc moments to engage the local press and EU media actors. Social media posting will also be a channel to disseminate smarter and less traditional types of press releases. SM 'smart press releases' will have the advantage of reaching non-conventional media agents and online influencers.

Infographics and other Visuals

Visual products will be created to convey information and results of the Project while making them more engaging. They will be easily disseminated through all partner channels and will reach all GENERA target groups, specifically through online media.

Videos

Videos are a strong component of GENERA's communication and dissemination approach. Global, leader of Work Package 7, is also an audio-visual and radio production company that has direct contacts with international media partners. To this end, it will guarantee both the production and dissemination of the videos through international media.

Three different typologies of videos will be produced:

1. Documentary series.

Producing and broadcasting a series of 3 short documentaries about 3 case studies, one in each of the participant regions in Italy, Spain and Greece.

The outcome will be a series of 3 short documentaries (5 minutes). These films will aim to illustrate the stories of three key stakeholders (public authority, citizens, trainees) participating in GENERA's activities. One case will involve public authorities in plan development, another one will show the engagement of GENERA citizens and the last one will show the experience of public professionals during the training.

The various episodes of the second outcome of this WP will be made available for all the partners to be published on their various websites and social media.

2. Promotional Training Courses Spots

Promotional material during the timeline of the project and, even more important, for the five years after when the business model of the courses will change.

The output of this task is a series of small 'commercials' created to promote the training courses at a national level.

3. GENERA's Video Diary

The second output is to tell the story of the project itself, by producing a kind of video diary fed by the various partners of the consortium. The video diary will be updated continuously with short clips of partners sharing with the camera their points of view on the evolution of the project and on the benefits that the project is achieving at the local and European scale.

Events

All events that will take place both online and offline, during the Project lifecycle and will target both internal and external stakeholders. A few examples as follows:

- consortium meetings;
- training;
- events with and in the local communities such as roadshows;
- seminars;
- webinars;
- clustering events;
- any other event to which GENERA's partners will participate, not specified in this document.

Events are moments of further outreach and that may easily trigger the word-of-mouth effect amongst stakeholders at different levels.

Layman's Report

Towards the end of the project, a 'Layman's Report' (approximately 5/10 pages long), will be prepared. It will describe GENERA, summarise the work done and report its impacts. It will have fluent, simple, concise and non-technical language as it will target a broader audience. It will include visuals and other compelling graphic elements to make it more attractive to the broader public. It will be disseminated through GENERA's official social media accounts, the Consortium Partners' social media accounts and where applicable also through their websites. The document will also be shared with other stakeholders and used to further disseminate the Project beyond its lifespan and implementation phase. The document will be produced in both electronic and print formats. It will be written in English and translated into Spanish and Greek.

It will also specify the name and project number, duration, total cost, EU contribution and contact details.

Roll-ups, posters and or notice boards

Ad hoc roll-ups, posters and or notice boards may be created and used during GENERA's events or any place deemed appropriate by the Project. It will comply with the EU logo, disclaimer, and Project logo as indicated in the "EU Logos and Disclaimer" chapter of this document. The purpose is to maximise the visibility of both the EU LIFE21 programme and the Projects intervention with the target groups.

Expected Impacts

KPI's

KPIs will regularly be measured and specific metrics are set as follows by the Grant:

Description	KPI or Final Objective
Project website views	2000
Documentaries videos of use 3 cases (one per country)	3
Countries not included in GENERA, where the Project and its results will be disseminated	>6
Promotional Videos of GENERA	3
Facebook fans	500
Twitter followers	200
Views on various channels	5000
Presentations*⁵	>4
Roadshows	>3
Stakeholders reached through media and events during the Project	10,000
Stakeholders reached through media and events 5 years beyond the Project	25,000
Project website views	>2000

Table 3: GENERA KPIs

⁵ Presentations of the project generates at major events where the project can be presented with a potentially interested audience.

After LIFE plan

An 'After LIFE plan' will be delivered in a separate chapter as part of the Final Report that will be delivered at the end of the Project.

The chapter will contain all minimum requirements as set out by [CINEA](#)⁶ and additional info will be added based on the results, findings and added value that will emerge from the Project.

It will set the actions initiated during GENERA and which will continue and be developed in the years which will follow the end of the Project and its long-term management plans for the islands. Furthermore, it will specify how the dissemination and communication of the results will continue after GENERA's end while detailing what actions will be carried out, when, by whom, and using what sources of finance.

In general, it will also:

- “present an overview of the project and an assessment of the situation at the end of the project;
- define the after-LIFE objectives and methodology;
- identify funding needs and sources of funds;
- meet the contractual requirements of this task.”⁷

Budget

All Partners are involved in communication and dissemination activities and will perform specific tasks as specified in the Grant Agreement. The minimum budget for the communications and dissemination activities, as indicated in the Detailed Budget budget section of the Grant, is as follows:

⁶ The document will report all the required info stated in the CINEA LIFE Reporting page: https://cinea.ec.europa.eu/programmes/life/life-reporting_en#templates

⁷ After LIFE plan from: https://cinea.ec.europa.eu/programmes/life/life-reporting_en#templates

Budget								
Partner	Presenting or publishing in Conferences or Journals	Video Pills	Hosting Project meetings	Participation to Project-related events	Associated costs for the documentary series	Participation to International TV Festivals and contest	Other communication and dissemination related costs	Total budget in Euro
UPV	7000	5000	3000	12000	-	-	-	27000
Global	-	-	4000	18200	7200	4000		33400
UNIWA	3000	5000	3000	10000	-	-	-	21000
Stintino	-	5000	1000	9000	-	-	3000	18000
ITER	-	5000	2500	10000	-	-	3000	20500
READ	-	5000	3000	10000	-	-	3000	21000
UniverCities	-	5000	3000	10000	-	-	3000	21000
Maggioli	-	5000	-	10000	-	-	3000	18000

Table 3 GENERA Budget dedicated to communication and dissemination activities

Conclusions

To this end and based on the heterogeneous and diverse characteristics of each island, the present document must be intended as a formal hat under which the whole Project must abide by. Yet, other than the specific and formal requirements expressed by the EU Life grants program, it must consider the specific needs that will need to be tailored along the way according to the diversity encountered, and readapt the above strategy accordingly.

References

“Grant Agreement through GENERA SharePoint,” [Online]. Available: <https://upvedues.sharepoint.com/:f:/s/LIFE21-GENERA/EjZJAtrUX2VBImpDs00X5ZEB7xjzwS45qu5WNG3ZvGWbQQ?e=mqX71Y>.

“Life Reporting” [Online]. Available: https://cinea.ec.europa.eu/programmes/life/life-reporting_en#templates