



Deliverable 2.5: Master Plan of Communication February 2020



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Introduction to the project

BELT – Boost Energy Label Take up – is a project funded by EU Horizon 2020 program which aims to promote the uptake of more efficient energy-related products .

BELT has the objective to facilitate the transition period from the old energetic label to the new one, informing and supporting all stakeholders, and to reduce to a minimum errors at all levels of the value chain from manufacturer to consumer.

The products involved in this changing are: refrigerators, lamps, TV's , washing machines, dish washers.

Regulation (EU) 2017/1369 aims to promote the uptake of more efficient energy-related products, repealing Directive 2010/30/EU and the first Directive 92/75/EEC.

The EU energy label has been designed to provide consumers with accurate, recognizable and comparable information regarding energy consumption, performance and other essential characteristics of domestic household products.

It allows consumers to identify how energy efficient a product really is and how to assess a product's potential to reduce costs related to energy consumption.

The BELT project has the following three main goals:

- to facilitate the transition period to the new rescaled label, informing and training all principal stakeholders and market actors
- to stimulate consumers to choose better energy performing products
- to stimulate manufacturers to research and to further improve their products, thus, stimulating innovation and investment.

Objectives of the Communication Plan

The present Communication Plan aims to guide the consortium in its dissemination and communication activities. It will help to communicate the objectives and activities of the BELT project and to disseminate its results to key identified target groups. The objective is to ensure a coherent communication in terms of the main message, materials used and visual appearance, as well as to clarify the communication channels used for dissemination and respective responsibilities of project partners. The plan provides general guidance, but it is also flexible to take into account changes along the progress of the project.

The main communication and dissemination objectives of the project are the following:

- Detailed communication plan and creation of ad-hoc outputs for consumers
- BELT TOOL to help consumers make informed decisions
- Detailed communication plan and training materials for retailers
- Manufacturers awareness campaign





- Develop training workshops for manufacturers
- Detailed communication plan and creation of ad-hoc outputs for Green public and business innovation
- Disseminate the results of the project at European and national events
- Organization of a dissemination event to share the information and material created by the project to consumer organization and civil society

Main Messages & Content

Dissemination and communication activities are an integral part of the project's main objective to raise consumers' awareness about the new energy label.

BELT should be positioned as a prominent player with a significant impact on the dissemination of awareness of the rescaling of the energy labels.

The communication plan of the project will be placed at the center of attention to facilitate the transition period to the new rescaled label, informing and training all principal stakeholders and market actors, to stimulate consumers to choose better energy performing products, to reach this aim it will be created a TOOL on consumer's organizations websites. The rescaling also aim to stimulate manufacturers to research and to further improve their products, thus, stimulating innovation and investment.

The level of technical specificity of the message will therefore be tailored to the respective target groups.

Where possible, the dissemination and communication activities will benefit from similar and complementary projects such as LABEL 2020.

Main tools and actions

The project will use different tools and actions to communicate activities and disseminate results of the project and to mobilize target groups for action.

- 1. Visual Identity and templates:** visual identity guidelines to ensure coherence in visual communication with Word and PowerPoint templates (for press releases, internal documentation templates, presentations)
- 2. Promotional materials:** a project leaflet and a factsheet which can be printed by each partner when needed. A poster/roll up for events and fairs could also be created, but this is not yet defined.
- 3. Website:** BELT website will be an important link of all dissemination and communication activities. It will be a communication channel used by the consortium to share information on the project objectives, consortium, work plan, progress and outcomes to a community of





interest. The website will be available in English in its entirety and in the home page there will be some links which will redirect the national user, divided per target groups, to the respective national partner's websites. Each partner's website will have a dedicated space for the BELT project where they will share all the information about the new label rescaling.

4. **Social Media:** BELT will use national partner 's pages to serve as an informative and communication channel complementary to the website. Each partner's will develop targeted communication materials to share on their channels (FB, TWITTER, LINKEDIN, INSTAGRAM, YOUTUBE). All the consortium's partner will use the commission hashtags and others will be created ad hoc for the project dissemination.
5. **Mailing campaigns:** Updates on project results will be communicated via dedicated mailing (e.g. 1/2 per year) to project partners' distribution lists, stakeholders mapped, as well as interested professionals who showed their interest in the project.
6. **Press releases:** Major developments (such as the launch of the tool, the launch of the new label in stores and relevant policy developments) will also be communicated via press releases. Each project's partner involved in WP3 (consumers outreach) will write and publish some articles on their websites and magazines.
7. **Video:** BELT will develop a promotional video for consumers, communicating the differences between the old and the new label and some environmental and economic benefits. Probably will be develop also a video for retailers or PPP/PPB trainings (this activity has yet to be defined).
8. **Trainings/workshops:** some trainings and workshops (such as webinar) will be develop for manufacturers and retailers in WP4 and WP5. This activity will be develop in many EU countries (Bulgaria, Croatia, Cyprus, Estonia, Hungary, Italy, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Belgium and Spain).
9. **Dissemination at international events/ conferences:** Project outcomes will be disseminated at international level at different relevant events and conferences. Actually we don't know in which events and when because this activity has yet to be defined. There will be an update on this point.
10. In addition, a number of **events** will be organised from BEUC, in order to disseminate the project and its results (the timing of these events hat yet to be defined):
 - Organization of a dissemination event to share the information and material created by the project to consumer organization and civil society
 - Dissemination of project results to market actors





- Dissemination of project results at European and national events.

11. BELT tool : this tool aims to help consumers make informed decisions. It will be developed by AE and shared with all consortium partners who will place it in their organization's websites. The tool will compare the old and the new label and will inform consumers on environmental and economic benefits.

Procedures and collaboration within the consortium

The successful implementation of the activities and deliverables will be ensured through collaboration of all consortium partners. All partners have shared responsibilities in the implementation of these activities, both at national level (through local stakeholders identified in each country) and also at European Union (EU) level (through initiatives and networks where partners are already integrated). Besides communication actions defined for the whole consortium, each partner will be responsible for the continuous and regular promotion of communication, networking and events at national and EU levels as well as registering the activities implemented, supporting evidences and feedback received, namely by:

- Sending out emails and establishing direct contact with relevant stakeholders;
- Promoting or attending meetings for project presentation;
- Promoting or attending workshops or conferences where the project could be presented;
- Publication of press releases, newsletters, news, articles, etc.;
- Distribution of brochures, poster or other materials;
- Promoting project events with the target groups ;
- Publication of news in institutional websites.

All consortium partners are called upon making consistent use of the visual identity, presentation templates and leaflet/poster when presenting the project to external stakeholders as well as aligning with the WP2 leader for any major communication undertaken and in case of doubts on the communication content.

The WP7 leader will highly depend on the consortium partners' input in terms of up-to-date news items, resources and relevant events. The consortium partners will therefore make sure any content relevant to the BELT communication & dissemination plan (website news items, social media posts, press releases) will be communicated to the WP7 team for dissemination.

Target groups

BELT has the ambitious mission to support all the most relevant stakeholders and market actor as:

- Consumers





- Public procurement personnel (ppp) and business procurement personnel (bpp)
- Retailers and distributors
- Manufacturers

Five consumer organizations in the five primary target countries will assure this beacon role. BEUC and its linked third parties will assure maximum outreach to consumers in the secondary target countries and in Europe.

This important objective will be carried out not only by consumer organizations but also by:

- retailers such as SONAE and energy providers A2A from whom the consortium has received letters of support. Retailers are in fact in daily contact with the end buyers of products. They are all committed to use their online and offline means to inform consumers.
- CMBO and other European cities together with ICLEI, that have the capacity to activate and inform millions of citizens and train public procurement networks.
- Manufacturers' repair and service networks are able to provide another angle to reach consumers: APPLIA Members can leverage more than 4.000 companies providing repair and after sales services across the EU.

BEUC will assure that the rescale implementation gets enough attention in the European and national political agenda and share best practices.

ANNEX

List of key performance indicators

Rough plan of activities and monitoring metrics:

Website

- targeting all relevant stakeholders
- up to 6.510.603 visitors in 1st year
- > 987.000 online dissemination actions (social media posts) 1st & 2nd year
- Retailers website visits up to 799 million
- At least 2 articles on consumers magazine per country

International events

- participation in at least 2 international events
- final conference





National events

- 1 national seminars, 2 in each participating countries
- At least 1 press release per country
- At least 2 articles on consumers organization magazines
- Trainings for retailers and PPP/BPP in EU

Presentation of results at external scientific events

- BEUC will organize 1 dissemination event

Mailing campaigns

- 1 per country for consumers target group

