

PRESURCE

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PROMOTION OF RESOURCE EFFICIENCY
IN SMES IN CENTRAL EUROPE

Communication Plan

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1. Communication objectives

External communication and information is an important aspect of the PRESOURCE project as it will contribute to achieving one of the project's core aims: to promote resource-efficient production processes and products in SMEs.

2. External communication aims

- Raise awareness on means to improve resource efficiency in SMEs, and especially:
Promote the use of the EDIT VALUE tool elaborated by PRESOURCE.
- Inform on financing support schemes for eco-innovations, financial incentives to influence internal and external investment decisions and especially:
Promote innovative financing schemes elaborated by PRESOURCE.
- Promote dialogue among policy, business and civil society to respond to the Europe 2020 Strategy / EU Roadmap on Resource Efficiency and especially:
Promote transnational stakeholder workshops organized by PRESOURCE.
- Promote cooperation and exchange of organisations dedicated to resource efficiency in Central Europe, and especially:
Promote the RE Competence Platform developed by PRESOURCE.

3. Internal communication aims

- Inform and constantly update project partners on project progress
- Make sure that all partners are working towards the same goals in joint project activities
- Ensure that all partners speak one voice when communicating the project to the outside world
- Make sure that all partners understand their role and the role of the other partners in the project and support them in achieving the best possible results

4. Audiences

External target groups

Communication activities will directly be targeted to:

1. Intermediaries and multipliers that support SMEs in the production sector. This is the main target group, as it advises SMEs on introduction of innovative tools to improve resource efficiency. It includes:
 - a. Craftsmen organizations
 - b. Engineering and business associations

- c. Cleaner Production Centres
 - d. RE/CP Consultants
 - e. Training institutions and vocational education centres
- 2. Policy makers, public authorities, interest groups active in the field of environment and resource management, especially those involved in creation of RE plans and strategies.
- 3. Financial actors, such as:
 - a. Public and private banks
 - b. Private investors with innovative financing schemes with particular focus on eco-innovation and RE
 - c. Public financing institutions
 - d. Policy makers responsible for developments of funding framework conditions.
- 4. Professional media – magazines on environment and resource management

Indirectly, communication activities will also reach:

- 5. SMEs in the production sector in Central Europe, as intermediaries may use some information material in their communication activities with companies.
- 6. General public

Internal target groups

- 7. Project Partners
- 8. Associated partners

5. Messages

Our understanding of resource efficiency is “reducing the use and the costs of energy, material and water in the production process and product life cycle”.

We must do more with less! To reduce pressure on key assets, such as water, raw materials, fuel and land, we must use less of them and we need to increase efficiency and productivity of their usage.

PRESOURCE improves the capacities of intermediary organizations working with SMEs to identify and use potentials for increasing the resource efficiency in their production process and products.

PRESOURCE builds and promotes knowledge for public and private investment schemes in eco-innovation and resource efficiency technologies.

PRESOURCE provides policy makers, intermediaries and multipliers in Central Europe with competence and exchange platforms to respond to the Europe 2020 Strategy and EU Roadmap on Resource Efficiency.

6. Budgets

Specification of communication expenditure per project partner and budget line:

Project Partners	Personnel (BL1)	Admin (BL2)	External (BL3)	Travel (BL4)	Meeting (BL5)	Promo (BL6)	Equip (BL7)	Total
1 UBA	8.000	-	85.000	2.000	32.500	8.000	-	135.500
2 BMU	-	-	-	-	-	25.000	-	25.000
3 MOEZ	11.375	-	-	-	-	500	-	11.875
4 EnviroS	-	-	5.000	-	11.000	6.000	-	22.000
5 ProAka		400			3.000	2.000	-	5.400
6 Stenum	912	-	-	-	1.500	800	-	3.212
7 ENEA	8.000	-	-	4.000	3.000	5.000	-	20.000
8 Corvinu	8.000	-	-	-	-	5.000	3.000	16.000
Total								238.987

Specification of communication expenditure in budget line "External Expertise" (BL3)

"External expertise" to be subcontracted	Contracting partner	Amount
Internal & external communication of the overall project		65.000,00 €
Project homepage with integrated competence platform	PP1 UBA	20.000,00 €
Translation of promotion material and translation	PP4: EnviroS	5.000,00 €
Total		90.000,00 €

7. Tools & responsibilities

External communication tools/ channels	Target group	Timeframe	Content	Responsible	EPCO	1 DE	2 DE	3 DE	4 CZ	5 PL	6 AT	7 IT	8 HU
Website www.presource.eu	All	Launch: Period 3, Constantly updated until 2014, maintained until 2016	Overall project information. Flexible Content Management System, user-friendly, well-structured, giving partners a platform to present, exchange and disseminate their results.	EPCO: realization, administration All PPs: input	X	x	x	x	x	x	x	x	x
6 National websites	All	Period 3	PRESOURCE section on PPs websites with translated content from PRESOURCE website	All PPs		x	x	x	x	x	x	x	x
1 Project flyer	All	Period 2,3	Overall project information	EPCO	x								
1 Project flyer	All	Period 3	Competence Platform promotion	PP2 EPCO	x		X						
1 Competence Platform	1,2,3	Period 3,4,5	Web-based information portal compiling all relevant information on resource efficiency in CE – especially results of WP3, WP4 and WP5	PP2: contents EPCO: support with technical realization, administration	x		X						
8 Newsletter issues	1,2,3	Period 3,4,5	Results of WP3, WP4 and WP5	All PPs: content EPCO: editing, design,	X	x	x	x	x	x	x	x	x

				distribution										
External conferences/events	1,2,3	Throughout the project	Presentation of PRESOURCE on external conferences, workshops and other events related to resource efficiency	All PPs		x	x	x	x	x	x	x	x	x
6 National Media lists	4	Period 3	Relevant media organs and contact persons	All PPs		x	x	x	x	x	x	x	x	x
15 Press releases	4	Throughout the project	Promotion of project milestones	All PPs (2 per PP)		x	x	x	x	x	x	x	x	x
8 Press conferences (or similar, e.g. journalist dinners)	4	Throughout the project	Organized and hosted by PPs, presenting newsworthy project milestones	All PPs (1 per PP)		x	x	x	x	x	x	x	x	x
5 Stories in newspapers & magazines	1,2,3	Throughout the project	Good stories/minor aspects of the project (e.g. piloting of EDIT VALUE)	PPs		x			x	x	x	x		
12 Radio & TV interviews	All	Throughout the project	Organized by PPs, promoting newsworthy project milestones (transnational workshops, conference platform)	All PPs (2 per PP)		x	x	x	x	x	x	x	x	x
Mailing Lists	1,2,3	Period 3	Lists of relevant contacts for distribution of project information (e.g. Newsletters)	All PPs		x	x	x	x	x	x	x	x	x
Roll-up display	All	Period 3	Project banner	EPCO	x									

Internal communication tools/channels	Target group	Timeframe	Content	Responsible
Website www.presource.eu Internal partner section	7	Continuous updates throughout the project	Minutes of meetings, preliminary project results, project docs (Partnership Agreement, Application, Reporting Templates, Reports, etc.) and communication docs (logos, templates for PowerPoints, reports, etc.)	EPCO
Internal sustainability policy	7	Period 3	Guidelines on sustainability of communication activities	EPCO
Telephone conferences	7	Throughout the project	Preparation of partner conferences and other events, discussions of ad-hoc working groups	EPCO

8. Responsibilities

The PRESOURCE Communication Plan is developed and coordinated by the Lead Partner, who outsourced this task to the External Project Coordination Office (EPCO). In addition, all partners have individual funds for implementing the Plan. In order to ensure a unified message quality, EPCO will issue suitable templates and pro-actively coordinate all communication activities.

EPCO engages 2 highly qualified professional graphic design companies who translate the content work into the project website and a coherent corporate identity to be used on all communication materials (logo, flyer, roll-up, etc). Project partners are always given the opportunity to review and comment on the proposed draft version of all tools developed, before their final production.

Within EPCO, the responsible person is the Communication Manager Angela Schultz-Zehden. She regularly takes part in trainings and information events organised by the JTS and spreads this knowledge among the project partners. The Communication Manager is responsible for maintaining the project website www.presource.eu, documenting conferences, preparing flyers and providing project partners with appropriate communication material needed for their individual dissemination work. Closely collaborating with the Project Manager, the Communication Manager will also take care of the framework for the internal project communication. Between the partner meetings internal communication shall be ensured via e-mail and phone and via the internal (password protected) section of the PRESOURCE website.

All project partners contribute to the communication activities by presenting the project on conferences, workshops and other events in the field of resource efficiency. The participation in these meetings will be monitored by EPCO, who will also make communication materials (e.g. roll-up display, flyers) available. All meetings and conferences to which one or more PRESOURCE partners will contribute shall be published on the PRESOURCE website. Furthermore, the project partners will be responsible for placing and maintaining on their organization's websites a section on PRESOURCE with translated content from the project website. Partners shall compile regional and / or national media lists and, when hosting project events, they shall work with local, regional or national media, for example when organizing press conferences.

The PRESOURCE Competence Platform is a web-based information platform compiling all relevant information on resource efficiency in Central Europe. While EPCO is responsible for its technical realization, PP2 is responsible for coordinating / generating contents. To fulfil this task, PP2 has contracted the company VDI-ZRE that has already developed a corresponding platform for Germany (<http://www.vdi-zre.de/>).

As all communication activities are based on the content produced by the project partners in the course of the project, the work package coordinators are the main contact persons for the Communication Manager when it comes to the dissemination of specific outputs of their respective work package or working group. They shall provide the content and the input for all communication tools related to result dissemination.



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