



Communication plan for the European Energy Efficiency Platform

*Definition of the
communication strategy
and information
activities for the E3P
web platform*

Morra Francesco

2017

EUROPEAN ENERGY EFFICIENCY PLATFORM

The open collaborative tool for a strong and connected energy efficiency community

e3p.jrc.ec.europa.eu



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Abstract

The European Commission Joint Research Centre (JRC) and in particular the Directorate C - Energy, Transport and Climate is providing support to the implementation of the European Energy Efficiency directive with special focus on contrasting the lack of comprehensive and coherent data in all the areas of energy efficiency. For this purpose, it has designed and developed the web platform E3P – European Energy Efficiency Platform, as a tool to facilitate knowledge exchange and to meet the needs of the online community of experts.

In order to be fully exploited, the European Energy Efficiency Platform needs to be known, in the community of energy efficiency experts, but also in the community of energy efficiency stakeholders, and ultimately to the policy makers.

The present report outlines a communication strategy for the E3P web platform, specifying which are the communication goals, what are the right means and how to use them to achieve these goals. A set of promotional activities are planned for a specific period of time and for defined targets of users of the platform. These activities can be developed in the next project steps, e.g. from the first 2018 semester.

This strategy also delineates the mix of media as well as the content and clarifies which kind of messages the E3P web platform would like to communicate and how to do it.

1 Introduction

Communication and dissemination of scientific research ideas, processes and outputs is increasingly guided by the concept of "Science 2.0". Scientists use collaborative tools to share findings, data and information.

Participation, collaboration and cooperation are the trends of the two-way communication approach (Web 2.0), which pushes all the society and, in this case, the scientific community to a strong interaction, thanks to the new technologies.

According to the JRC Strategy 2030: "*DG JRC must develop a more collaborative approach to science and knowledge communication, engaging stakeholders in research results, as well as making them part of the research and knowledge management processes*".

This approach creates new problems to deal with. One of the most complex is the overabundance of information and the difficulty to give value to them, to discern between information more or less useful, truthful and supported by a solid scientific basis.

The E3P platform is born with the aim to order and give sense to these information. Following the idea of "Science 2.0", we have created collaborative tools where information consolidated and validated by peers can be shared and created.

Conforming to the Energy Efficiency Directive – Article 25, the E3P platform "*supports the exchange of experiences on practices, benchmarking, networking activities, as well as innovative practices*" and, following the European data-driven economy strategy, we try to stimulate research and innovation on data, to increase business opportunities and availability of knowledge and capital across Europe.

The E3P platform uses new ways to communicate science, and in particular energy efficiency. It goes beyond static pages and enables a more collaborative transversal communication attitude, which enables to interface both the top political level directly and the civil society, conforming to the JRC Strategy 2030.

Moreover the E3P will facilitate knowledge sharing inside the scientific community based on individual initiative, ensuring the participation of both the policy-making and the scientific communities, reinforcing the JRC position at the crossroads between policy and science.

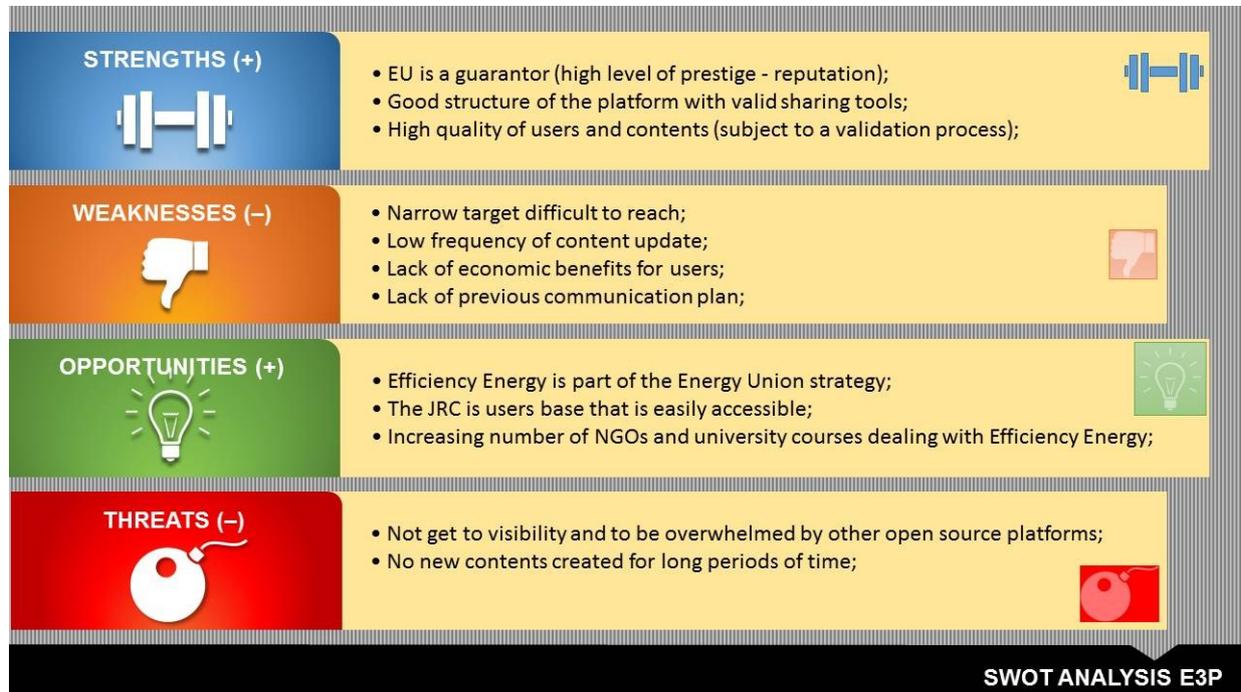
In line with the JRC Strategy 2030 the following communication plan focuses on an integrated mix of communication means and actions, which will then be implemented and tracked to measure their effectiveness.

The report first gives an overview of the strengths, weaknesses, opportunities and threats of the E3P through a SWOT analysis (2); it defines then the long, medium and short term objectives of the communication strategy (3), and sets communication targets (4). Following that a communication mix of online and offline tools is proposed (5) and a media strategy defining strategies, roles and evaluation process is outlined (6) along with a content strategy (7). Finally an overview of the timeline for the implementation of the actions described in the Communication Plan is given in (8) and Conclusions are drawn in (9)

2 SWOT analysis

To define strengths, weaknesses, opportunities and threats of the E3P web platform we have elaborated a specific SWOT analysis, using brainstorming with JRC platform's users and developers.

Figure 1. SWOT analysis



Source: JRC

3 Objectives

Communication objectives are multiple. In order to organise them, they have been split in three types, according to the time horizon in which they should be reached.

3.1 Long term

These objectives incorporate our vision-mission, they are the general idea behind the E3P web platform and they represent the main road that we will follow. They include:

- To facilitate knowledge exchange and to meet the needs of the online community experts and policy makers (following Art 25 of the Energy Efficiency Directive)
- To increase the amount of the comprehensive and coherent data which hampers the design and the implementation of energy efficiency policies

3.2 Mid term

These objectives must follow the S.M.A.R.T. concept, in fact they must be Specific, Measurable, Attainable, Realistic and Timely. They include the idea to increase:

- The overall number of views of the home page and of the main pages (Data Hub, WikEE, Community) or of specific content;
- The average visit duration as compared to the present one;
- The number of registered users, from the EC and from outside;
- The knowledge and content shared through the different tools (number of data sets in the DataHub; number of articles in the WikEE; number of groups in the Community, as well as number of events and publications);

3.3 Short term

These objectives are the most concrete ones, that we want to achieve with this specific communication plan. In particular it is proposed that in the first semester of 2018 we achieve

- An increase of 30% of the number of views, of the average visit duration and of the number of users,
- An increase of 20% of the shared information.

The first set of results can be tracked through the EC analytics <https://stats.jrc.ec.europa.eu> where the E3P website is indexed. In particular the analytics tool allows tracking the daily and cumulated number of views, the durations of the visits, and many more useful indicators.

The second set of short term objectives can be monitored directly from the E3P website where the number of experts and the content can be monitored.

4 Target

This E3P communication strategy targets mainly energy efficiency experts, stakeholders, and policy makers, but also scholars and media. We will better identify the users of the platform and define a more specific segmentation to identify them through the use of the EC analytics tool (<https://stats.jrc.ec.europa.eu>).

4.1 Main target

Our main targets audiences include:

1. Policymakers in the EU institutions, in the Member States, international organisations and third countries, as well as public administrations at European, national and local levels;
2. The scientific community, in particular experts and stakeholders from different work environments (universities, public research organisations/bodies, organisations, researchers);
3. Industry and trade associations, interest groups and non-governmental organizations (NGOs).

4.2 Additional target

The E3P is an open tool and we are willing to collect the contributions and expertise of all those people involved and interested in efficiency energy as a specific topic, like students and journalists of specialised media, but also to involve specialists from the sectors identified as key sectors for energy efficiency: products, buildings, cities, industry, energy generation and distributions and transport.

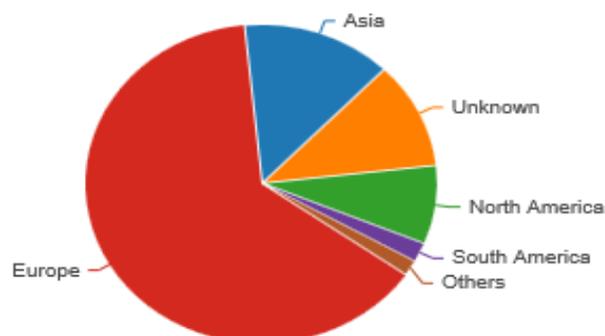
4.3 Analysis of E3P visitors

A first analysis of the visitors having visited the E3P platform (not necessary registered users) in the last 8 months¹ gives the following characteristics²:

4.3.1 Geographical origin

Users connect especially from Europe (64%), followed by Asia (14%) and North America (8%).

Figure 2. E3P visitors' by geographical origin (April 2016 - November 2017)



Source: JRC analytics

¹ From April 2016 to November 2017

² All data have been obtained through the EC analytics system.

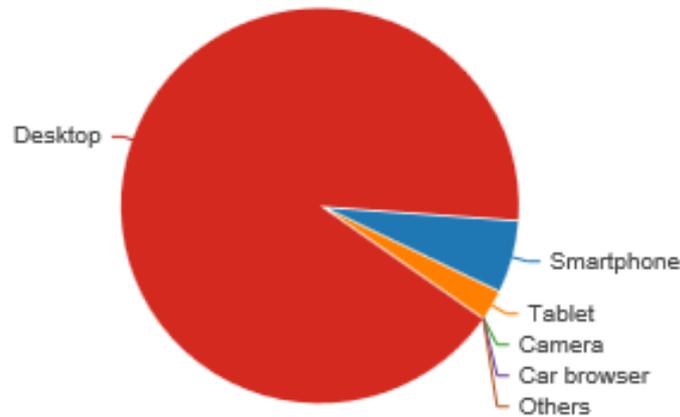
European visitors come especially from United Kingdom, Germany and Italy. Instead Asian visitors come mostly from China³.

The cities where visitors come from are in order: London, Milan, Brussels and Guangzhou.

4.3.2 Devices

Most of the visitors (91%) use PCs as first kind of device to connect to the platform. Just a little part of them uses smartphone (6%) or tablet (3%).

Figure 3. E3P visitors' by devices (April 2016 - November 2017)

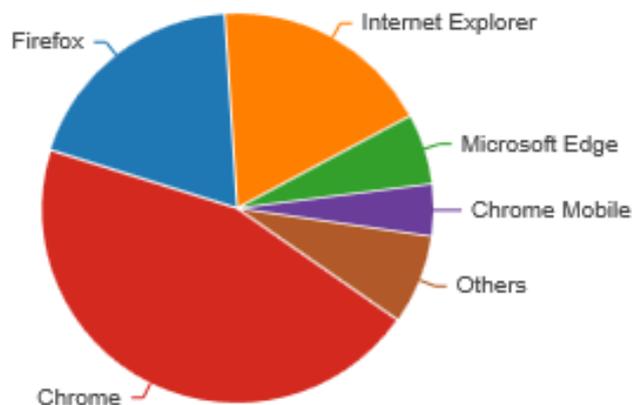


Source: JRC analytics

4.3.3 Software

E3P visitors use especially Windows 7 (38%) or Windows 10 (33%) as operating system version and Chrome (45%) as browser, followed by Firefox (19%) and Internet Explorer (18%).

Figure 4. E3P visitors' by browsers (April 2016 - November 2017)



Source: JRC analytics

³ Visitors from China have an average duration of a visit 4 times longer than the average duration of a visit of an European visitors (12 min 40s).

4.3.4 Engagement

The largest part of E3P visitors only visited once the E3P platform (64%). Most of the visitors only visited one page (54%) and they stayed on the E3P less than 1 minute (68%).

Table 1. Visits per number of visits

Visit number	%Visits
1 visit	64%
2 visits	13%
3 visits	5%
> 3 visits	18%

Source: JRC analytics

Table 2. Visits per number of pages

Number of pages	%Visits
1 page	54%
2 - 3 pages	19%
4 - 5 pages	12%
> 5 pages	15%

Source: JRC analytics

Table 3. Visits per duration

Visit duration	%Visits
0-10s	55%
11-60s	13%
1-2 min	7%
2-4 min	7%
> 4 min	18%

Source: JRC analytics

5 Communication mix

Our communication approach and the choice of our communication mix will be focused on an idea of flexibility, so every communication choice taken can be renegotiated later if necessary. The continuous evaluation of the communication results (process described at point 6.3) will support this idea.

5.1 Online communication

For online communication, we will implement a permanent communication strategy to increase contacts and contents and to make the platform a more dynamic and user-friendly tool and environment.

In addition, temporary communication campaigns will be formulated for specific communication needs, e.g. to communicate about some important new content.

The online communication strategy will be structured into an internal strategy, based on internal JRC resources and an external strategy involving external stakeholders.

5.1.1 Internal JRC resources

The first aim is to provide some visual communication products to the potential users to help them understand how the web platform works and which are the advantages they can obtain by using it. We will do this by creating the following online products:

- Tutorial clips (audio-visual products and/or animations);
- Powerpoint presentations;
- Scientific posters;
- Infographics.

In general we also propose to:

- Revise the E3P visual identity;
- Redesign the E3P website for a better navigation experience, and starting from the homepage.

This should allow making the platform an easy to use tool with a pleasant look.

More details about who we will develop the internal strategy of the platform and how we will implement it will be specified in a future implementation document "Support to the E3P Communication plan".

5.1.2 Involving external stakeholders

The principal actions of the external strategy will be to:

- Build and increase contacts with other web sites of international actors that deal with the "Energy Efficiency and Renewables" topic (Universities, NGOs, Industries, Research centers), with the intent to create a link between the platform and these web sites.
- Create a suitable list of potential users of the platform, starting from JRC members (in particular the Directorate C "Energy, Transport and Climate" staff).
- Use the social media networks of the European Commission and of the Joint Research Centre (Facebook, Twitter and YouTube) to share the online products previously created (derived from point 5.1.1), elaborating a suitable "Social Media Strategy".
- Create a small promotional button/banner with a link pointing towards the E3P platform and share it with other relevant EUROPA and external websites that can add it on their pages.

5.2 Offline communication

For the offline communication, we will use a mix of permanent and temporary communication strategies.

The idea is to create, at the same time, some materials that can be constantly used to promote the platform and some other sporadic, but powerful promotional activities that can be useful especially to relaunch interest for the platform.

5.2.1 Permanent strategy

The idea is to produce some promotional paper materials inspired to the online materials:

- Leaflets;
- Posters;
- Dépliants;
- Roll ups;

These materials could be used for relevant conferences and meetings to which colleagues are invited to participate. A list of such events will be prepared, based on the past experience and on the communication plans of the unit.

5.2.2 Temporary strategy

At least two times in 6 months we will

- Organize an event or meeting in the JRC, or with other institutions and organizations, to promote the platform and to stimulate the sharing of information;
- Contact international traditional media to explaining our project (scientific magazines, scientific TV programmes). A list of relevant media will also be established with the support of the JRC and the Directorate C communication teams.

6 Media strategy

Following the two-step flow of communication model (*Invernizzi - 2000*) we will start by identifying media and opinion leaders that can be interested in our project. The main characteristic they should possess is their connection with the topic of the energy. In particular the media must have a recognised international prestige and the opinion leaders must play a major role in international institutions and organizations. To contact them we will use an IMC (Integrated Marketing Communications) approach, focused on multiple channels of new and traditional media and on different type of communication methods. Notwithstanding this, we will present a unique identity/image of the platform, all methods will work together to give a single message about our vision and mission. The principal idea is to balance media and face-to-face communication.

Our aim will be to create loyal and conscious users, and to persuade them to maintain a positive and favourable view about the project.

6.1 Communication activities

We will use different kind of communication activities interconnected between them. For each one we will have a specific coordination process.

At first we will start with the practice of *Public relations – Direct marketing* (*Invernizzi - 2000*) to spread information about the platform. During this initial phase, this type of promotion is the most convenient for us because it needs a low budget and we can use easily our mail list of stakeholders to contact a precise target of potential users. This can help to create a kind of non-formal advertising, a word of mouth trend, actively influenced and encouraged by us, using a linear marketer influence model. The purpose will be to produce some viral effects, which through a self-replicating process help us to spread information and to promote the platform, making its reputation grow.

Word of mouth communications and peer-to-peer dialogue often have a greater effect on potential users, who are more likely to trust other users' experiences.

The first type of information shared could be the online products previously created (derived from point 5.1.1) and the initiatives organized (like the "Initial incentive" described below).

Then we will organize a *Marketing Buzz* moment, which is an interaction between users and potential users of the platform, through a network coproduction model. It could be a specific in presence event or an online forum. In this way we will have an honest intermediate evaluation of the public relations process.

Permanently we will adopt a strategy of *Digital marketing* (*Inernizzi – 2000*), focused on creating a strong digital identity, permanently based on our core value and long term objectives (derived from point 3.1), but that can be step by step redefined and remoulded, using the suggestions of the users obtained during the evaluation processes. The content of the platform are already equipped with a specific tool gives the possibility to easily share the platform's information on the social networks, like LinkedIn, Facebook and Twitter. Additionally, we will stay constantly in touch with the JRC's Social Media Team, to publish our initiatives and activities on the JRC social media pages through different channels.

We can also create a specific *hashtag* (like #E3P) to index our online materials on the social media and to make them searchable and discoverable by other users.

Permanently we will do a research work to find *seminars and congresses* related to the energy topic, where we can promote our platform. We will privilege the activities organized by the European Commission, and in Europe, but we will be always open to get involved in relevant international meetings. Participation to national and international conferences and workshops will be encouraged as an opportunity to present the E3P platform activities in the form of technical papers, posters etc.

Constantly we will try also to *stir expert groups' conversations* on the E3P, proposing articles and groups on hot topics that are particularly discussed, facilitating networked knowledge sharing in communities.

We can periodically create/promote *webinars* or live streaming of events (such as the JRC science lecture or external conferences), with scientists lecturing and questions and answers live sessions. In this way the users will have the possibility to confront with an expert about specific topics which will also be available on the E3P.

For each event-activity realized we will show on specific media or EU web sites how the popularity of the platform is growing. In this way we will push the *Bandwagon effect* (*Invernizzi - 2000*). The image that everyone is using this platform will push the potential users to jump on the bandwagon so they are not left out.

We are also open to the possibility to find a specific person, or a group of people, which are popular, involved in the energy and environmental area and ask them to use and evaluate our platform. After, we can decide to publish these reports, in order to obtain prestige by using an *association method*.

To encourage the potential users to try our platform we can offer an *initial incentive*, which could consist in a special support to upload content and share it through the E3P for the people that use for the first time the platform. They can give us the datasets that they would like to share and we will upload them in the platform.

This incentive can be used also for the *public relations-Direct marketing* (*Invernizzi - 2000*) activities, previously described, like content for a specific email.

6.2 Roles

There are different actors involved in the E3P communication plan.

The Project manager has overall responsibility for the execution of the communication plan. The Project Manager manages day to day resources, provides project guidance and monitors and reports on the projects metrics. As the person responsible for the execution of the plan, the Project Manager is the primary communicator for the project distributing information according to this communication plan.

The Project team is comprised of all people who have a role performing work on the project. The project team needs to have a clear understanding of the work to be completed and the framework in which the project is to be executed. Since the Project Team is responsible for completing the work for the project they played a key role in creating the communication plan. The Project Team requires a detailed level of communications which is achieved through day to day interactions with the Project Manager and other team members along with weekly team meetings.

The Technical lead is a person on the Project Team who is designated to be responsible for ensuring that all technical aspects of the project are addressed and that the project is implemented in a technically sound manner. The Technical Lead is responsible for all technical designs, overseeing the implementation of the designs and developing as-build documentation. The Technical Lead requires close communications with the Project Manager and the Project Team.

The Project technical staff is comprised of all people of the Project Team who have a role in some technical aspects of the project (like the Social Media expert). They are coordinated by the Technical lead.

The Stakeholders for the E3P communication plan are all people that have key roles for the communication activities and could help us to create and implement the communication plan.

6.3 Evaluation process

The evaluation process of the communication plan will be focused principally on the online statistics (referring to the internal E3P database and to EC analytics tool), which will give a quantitative evaluation of the impact of the communication activities. Some others tools, instead, like interviews, brainstorming, marketing buzz moments, questionnaires and focus groups, can provide a qualitative evaluation of the impact of the communication activities.

The qualitative tools can be use in three different moments, in the following way:

- An initial evaluation can be done through interviews to the actual users of the platform and through brainstorming with other members of the staff, trying to identify the user's needs and their suggestions for improvement.
- An intermediate evaluation can be carried out by means of a "marketing buzz" moment (derived from point 6.1), to get information from users and potential users, to identify what we should be changed in the implementation of the communication activities.
- A final evaluation can be done via specific questionnaires administered to the platform's users and via a focus group with all the staff members. In both cases the topic will be all platform's activities. The final phase decrees the success or not of the media strategy, and whether any change could be made to improve it. This is the last step, which uses specific methods to measure how effective the communication plan was and whether it met the desired objectives.

The evaluation process will include periodical briefings and a monthly report that will describe shortly the quantitative results achieved, and which will be presented to all the staff members. The process will finish with a detailed report comparing the results and the ideas of the initial and the final evaluation activities.

The reports have to follow a standard format, prepared by the Project Manager, where the results of each step clearly highlighted.

6.3.1 Communication matrix

The following table identifies the internal communications requirements for this project.

Table 4. Communication matrix for internal communication activities in one year

Communication Type	Objective of communication	Medium	Frequency	Audience	Owner
Kick-off Meeting	Introduce the project team and the project. Review project objectives and management approach	-Face to face (brainstorming)	Once	-Project team -Stakeholders	Project manager
Project Team Meetings	Review status of the project with the team.	-Face to face (briefing)	Weekly	- Project team	Project manager
Technical Design Meetings	Discuss and develop technical design solutions for the project.	-Face to face	As needed	-Project Technical staff	Technical lead

Project Status Meetings	Report on the status of the project to management.	-Face to face (focus group)	Monthly	-Project team	Project manager
Project Status Reports	Report the status of the project including activities, progress, costs and issues.	-Email	Monthly	-Project team -Stakeholders	Project manager
Final Report	Report about all the communication results	-Face to face -Email	Once	-Project team -Stakeholders	Project manager

Source: JRC

7 Content strategy

All the content strategy will be focused on a key communication message, that summarizes the objectives and the mother concept on which the platform is based.

We can identify two principal concepts that we want to communicate:

- The importance of energy efficiency policies;
- The value of sharing knowledge.

The key communication message is meant to guide the platform narrative of all our communication tools, from publications to online products and oral presentations to stakeholders. It will be divided after in different sub-messages, similar between them, tailored for each channels and for each target groups.

Our key communication message will be:

"Consume less, share more"

7.1 Personality

We will use a professional and competent language to transmit an idea of formality and seriousness, but at the same time we would like to attract users, so the contents have to be easily understandable.

We want to create our own personality in order to be identified like a useful and reliable tool, different from other web platforms. The personality will be structured in appearance and content. In appearance establishing our fonts, colours and way to transmit messages, in content highlighting the values of the E3P platform, and what makes it special. We will use a storytelling management based on EU norms and values in order to develop trust and commitment, focusing on the positive aspects of the E3P platform in order to reach our targets and attract their interest with our messages.

7.2 Types of content

We will divide our contents in three different types:

- Marketing measures are the general ideas to promote the platform. They can be suitable for immediate and endearing communication, using some tools like video or infographics. This content has to answer the "5W" questions:
 - What is the E3P?
 - For whom is the E3P?
 - Which aims has the E3P?
 - Why was the E3P born?
 - Where can I find more information about E3P?
- Information measures are specific information to explain some details about the platform. They will answer the following questions:
 - How to become member of the platform?
 - How to share the information on the platform?
 - Which validation process will my shared information have?
 - What are the collaborative tools and how do they work?
 - Which are the searching tools?
 - What is the difference between the thematic areas and the cross thematic areas?

- Additional measures are the internal information about the communication activities, like polls and interviews to be used for the evaluation process.

8 Gantt chart

The following Gantt chart presents the overview of the communication activities on a timeline for the first semester of 2018.

Figure 5. Gantt chart

ACTIVITY / TIME	January				February				March				April				May				June				
	1°W	2°W	3°W	4°W	1°W	2°W	3°W	4°W	1°W	2°W	3°W	4°W	1°W	2°W	3°W	4°W	1°W	2°W	3°W	4°W	1°W	2°W	3°W	4°W	
Communication mix																									
Create online products																									
E3P visual Identity																									
E3P web design																									
Mailist stakeholders																									
Mailist JRC																									
Mailist media																									
Social media EC																									
Promotional botton / banner																									
Create paper materials																									
Events-meeting JRC																									
Communication activities																									
Public relation - Direct Marketing																									
Marketing Buzz																									
Digital marketing																									
Seminars and congresses																									
Association method																									
Initial incentive																									
Evaluation process																									
Initial evaluation																									
Intermediate evaluation																									
Final evaluation																									
Briefings																									
Report																									

Source: JRC

9 Conclusions

This E3P communication plan takes inspiration from integrated marketing communication plans to address all the necessary aspect of a communication strategy aiming at increasing the popularity of the E3P web platform, at creating its specific virtual identity and at achieving measurable results, through continued public relations, web initiatives and public announcements.

The evaluation process of every activity will help to better implement this plan, to understand the need of our audience and to better adapt to them.

This E3P communication plan wants to give a general idea about the communication strategy that will be applied in 2018. Each communication activity will need a specific support plan to be efficient, effective and productive. This support plans will include all the steps to follow to concretize each action. They could be also simple reports, but they should refer and be aligned with this plan.

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List of abbreviations and definitions

E3P	European Energy Efficiency Platform
EU	European Union
IMC	Integrated Marketing Communication
NGO	Non-governmental organization
PR	Public relations

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Annex 1. Events 2018 about energy

- 18th January - *European WEC 2018 North Sea Conference* – Rotterdam (Netherlands); Key Speakers: Mr. Christopher Jones, Deputy Director-General at the DG Energy of the European Commission
- 20th – 21st February - *Africa Energy Indaba 2018* – Johannesburg (South Africa);
- 28th February – 2nd March - *World Sustainable Energy Days* – Wels (Austria);
- 20th – 21st March - *Future of utilities* – London (United Kingdom);
- 27th – 29th March - *14th Exhibition & Conference for South-East Europe* – Sofia (Bulgaria);
- 2nd – 3rd March - *Sustainable Energy for All* – Lisbon (Portugal);
- May - *Eceee Summer Study* - Presqu'île de Giens (France);
- 14th – 17th May - *European Biomass Conference and Exhibition* – Copenhagen (Denmark);
- 21st – 25th May - *EU Green Week* – Brussels (Belgium);
- 21st – 22nd May - *ACEEE Energy Efficiency Finance Forum* – New York (USA);
- 3rd – 7th June - *ENERGYCON 2018* – Limassol (Cyprus);
- 10th – 14th June - *World Energy Council Central and Eastern Europe Regional Energy Forum* – Costinesti (Romania);
- 13th – 16th June - *C4E Forum* – Serock (Poland), Central & Eastern European Energy Efficiency Forum
- 20th – 22nd June - *EES (Electrical Energy Storage) Intersolar Europe* – Munich (Germany);
- 11th – 13th June - *Industrial Efficiency* – Berlin (Germany);
- 26th June - *ACEEE International Symposium on Energy Efficiency* – Washington (USA);
- 12th – 17th August - *ACEEE Summer Study on Energy Efficiency in Buildings* – Pacific Grove (USA);
- 14th – 16th August - *ICEEE2018* – Edinburgh (United Kingdom), International Conference on Energy, Environment and Economics;
- 28th – 30th August - *Intersolar South America* – San Paulo (Brazil);
- 5th – 7th September - *European Conference on Behaviour and Energy Efficiency* – Zurich (Switzerland);
- 25th – 27th September - *Global District Energy Days* – Helsinki (Finland);
- 26th – 27th September - *EEHB2018* – Visby (Sweden), International Conference on Energy Efficiency in Historic Buildings;
- 8th – 11th October - *World Energy Council Assembly* – Milan (Italy);
- 6th – 8th November - *European Utility Week* – Vienna (Austria);
- 3rd – 14th December - *COP 24* - Katowice (Poland);

Events not yet defined

SET plan conference 2018

EU Sustainable Energy Week 2018 (June)

Anniversaries about energy

16th February – Kyoto Protocol;

23rd March – National Energy Education Day (USA);

12th December – Paris Agreement;

References

<http://aceee.org/>

<http://www.buildup.eu/it>

<https://ec.europa.eu/easme/en>

Annex 2. Example of a Press release for the E3P platform

Press release, with kind request of publication and dissemination

E3P platform: consume less, share more The European Energy Efficiency Platform announces its changes

The **European Energy Efficiency** web platform serves the European Commission by...., as described in the **Energy Efficiency Directive - Article 25**, presents its new potentiality of sharing to facilitate the practical implementation of the Directive at national, regional and local levels, with data collection and analysis.

The platform is an open and collaborative tool, provided by the **JRC – Joint Research Centre**, to support knowledge exchange in the online community of energy efficiency experts. It was launched in April 2016 and now, after a process of renewal, new functions are available for the three main collaborative instruments: "Data Hub", "WikEE" and "Community".

The "**Data Hub**" is the tool to share datasets, for providing the quantitative evidence that supports the content of the E3P. Now it is possible to visualize and to elaborate data in many different ways. The data can be presented as: maps, bar charts, linear diagrams, or area charts and it is possible to create groups or subgroups of elements, as well as now the data can also be processed in percentage or with a logarithmic scale.

The "**WikEE**" is instead the tool where energy efficiency experts can share and exchange written knowledge as articles. The new "Forum" function is now available which permits to comment and discuss the contents to stimulate the growth of a 2.0 knowledge. Each registered user can give contributions about a specific article or to general trend topics associated to thematic areas.

The platform is structured in **six thematic areas** – buildings, products, transport and mobility, urban areas, industry, energy generation and distribution - and **four cross-thematic areas** - policies and targets, technology and standards, economics and finance, behaviours and social - and all the contents can be indexed and searched using them.

The "**Community**" is a tool with whom you can create specific working groups to elaborate and develop research or projects. The different teams are now connecting to the "Forum" function to be open to new ideas and to facilitate the interoperability between them.

There is also the possibility to share news and events about energy efficiency or to receive updates on your specific interests, selecting particular characteristics.

The platform presents now also a **fresh look**, more dynamic and user-friendly, able to responding efficiently to the needs of new users, with videos and infographics to facilitate the approach to the different aspects of the web site.

Web site: <https://e3p.jrc.ec.europa.eu/>

JRC Mission

As the science and knowledge service of the European Commission, the Joint Research Centre's mission is to support EU policies with independent evidence throughout the whole policy cycle.



EU Science Hub
ec.europa.eu/jrc



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EU Science Hub