CODE2

Cogeneration Observatory and Dissemination Europe

D6.1 – COMMUNICATIONS PLAN

VERSION 2

DEC 2013

Co-funded by the Intelligent Energy Europe Programme of the European Union

1. INTRODUCTION

One of the requirements of Work Package 6 (WP6) is to develop a detailed Communication and Dissemination Plan (from now on: CDP). This CDP supports the communication with target audiences and ensures that they can benefit from the results of the project. The CDP offers a strategy to ensure reaching, informing and cooperating effectively with the target audiences and disseminating the outcomes to them. To this end the CDP provides a detailed timeplan for goals and actions throughout the project period.

The CDP highlights the WP6 goals, key messages, the available tools and the target audiences. The plan will specify the project activities at EU and national/regional level and will assign detailed tasks and responsibilities to each project partner. Where possible, ways to measures success will be indicated. Every 6 months this CDP will be review and - where needed - adapted to changed circumstances.

The WP6 leader is COGEN Europe, who is overseeing the communication and dissemination and is end responsible for the WP6 deliverables. All other CODE2 partners are involved in this Work Package and will contribute to the reaching the WP6as set out in Annex I.

The objectives of the WP6 are:

- To promote the CODE2 project and its goals to the wider energy and cogeneration community;
- To communicate effectively and efficiently with the target audiences and set up and maintain working relations with them;
- To disseminate project results (project deliverables) to the target audiences;
- To involve third parties and multipliers in promotion and exploitation of the results.

2. DISSEMINATION PROCESS:

The CODE2 project aims to make a significant contribution to meeting the EU´s 2020 energy efficiency target by the development of national and European CHP roadmaps. There is a special focus in 7 pilot Member States (DE, IT, GR, EI, PO, BE, SI) where national CHP Roadmaps will be developed together with national workshops to review them and to explore the implications of the new EED on the potential expansion of CHP. By the end of the project all the member states will have a national cogeneration roadmap, and a summary European Roadmap to 2030, addressing the EU policy level, will also be created.

CHP Coalitions will be formed to exchange and debate the opportunities for CHP and the EED on an ongoing basis. "How-to" guides focused on understanding the business case for CHP and aimed at the food, paper, hospitals and commercial sectors, and specially adapted for SMEs will be published before year end 2013.

The specific objectives of the CODE2 project, within the duration of the action, are the following:

1. Better understanding of key markets, policy interactions around CHP and acceleration of CHP penetration into industry.
2. Add a bio-energy CHP and micro-CHP analysis to the Member State projections for CHP to 2020.
3. Propose a concrete route to realising Europe's CHP energy efficiency potential.

The communication will focus on a general promotion among the following audiences:

- EU and national policy-makers
- Potential and existing users in industries (food/drink, paper/pulp), hospitals, regions/cities and SMEs (project developers, contractors, small users)
- Manufacturers
- Energy agencies

The basic communications tools (website, leaflet, presentations) will be used to generate interest for the project and its objectives among the stakeholders and to build interest in the cogeneration and the implementation of the EED. Some key messages have been developed to be used when communicating with stakeholders.

The outcomes and developments in the project will be presented in different events by either COGEN or the project partners. Also, articles will be published in trade and technical magazines.

3. KEY MESSAGES:

The general key messages of the project are:

- ✓ The project is making the first cogeneration roadmap for Europe
- ✓ There are still many non-economic barriers to spreading CHP more widely
- ✓ CHP will start to progress when the economic case for CHP is attractive and when the awareness of user groups and the know-how of the service sector has reached a "critical mass"
- ✓ CHP has opportunity to expand in several sectors before 2020

Regarding the more specific messages, the project team has developed different ones for different audiences:

On cogeneration (all target audiences):

- ✓ Cogeneration is providing 11% of Europe's electricity today and employing 100.000 Europeans
- ✓ Cogeneration is fuel-independent and widely used today across Europe in a hugely diverse range of applications
- ✓ Cogeneration can be applied everywhere in the heating market, even in one family houses
- ✓ Cogeneration is the most cost-effective way to bring down CO2 emissions and tackle climate change
- ✓ Cogeneration replaces primary energy by know-how (a human resource which is not exhaustible and not only renewable but even increasable)

On cogeneration in industry (target audience industries)

- ✓ Cogeneration de-carbonises industrial heat
- ✓ Cogeneration is an integrated energy approach to bring down costs particularly in energy-intensive industries but also in every factory or office building

On the identified and unexploited potential (target audience EU and national policymakers):

- ✓ Realising the potential of cogeneration in Europe will contribute significantly to reaching the strategic climate and energy goals, such as security of supply, energy efficiency and reduction of emissions

On bio-energy (target audience Bio-energy stakeholders, EU and national policymakers)

- ✓ Cogeneration is making renewables more sustainable and decarbonising fossil fuels

On micro-CHP (target audience; Micro-CHP stakeholders, EU and national policymakers; Micro-CHP stakeholders, energy agencies)

- ✓ Cogeneration empowers citizens in their own heat and electricity choices
- ✓ Cogeneration is key to guarantee the built environment with electricity and heat for citizens and enterprises
- ✓ Cogeneration as a smart and cost effective solution to reducing the energy use in the existing and new building stock
- ✓ A step change for heating appliances at home: from traditional or condensing boilers to micro-cogeneration
- ✓ Micro-CHP is one of the range of new low carbon solutions to home energy supply

4. DETAILED TIMEPALN

A detailed timeplan for communication, indicating the tools used, the partners involved and the estimated timeline has been created:

	TOOLS	NUMBER	REMARKS	PERFORMANCE INDICATORS	TASK DIVISION			TIMELINE
					COGEN	**Regional Leaders**	**Others**	
1	**Project website**	D6.2	Based on the CODE website	10.000 hits	responsible for upload	input	input	Continuous
2	**Three events**	D6.3 and D6.4	* First Brussels event	50/80 participants per event	responsible	participation	participation	Beg/Middle 2014
			* Second Brussels event	50/80	responsible	participation	participation	Middle 2014
			* Final Dissemination Workshop	50/80	responsible	participation	participation	December 2014
3	**Project Info pack:**	Task 5.1	Regularly updated		responsible	input	input	
	- Standard Presentation		Updated					Continuous
	- brochure		updated					Continuous
	- 1 page summaries							Continuous
	- fact cards							Continuous
4	**Presentations**	Task 5.3	Minimum number is 25	Presentations at 3 major conferences	9	14: two presentations in each region (at least one in a pilot country)	2: One on micro-CHP; one on bio-CHP	Continuous

5	Articles	Task 5.4	Minimum number is 10		1	7: one article on each pilot country	2: One on micro-CHP; one on bio-CHP	Continuous
6	Press releases				responsible	participation	participation	Continuous
			Project launch					July 2012
			Irish workshop					June 2013
7	Email shots							Continuous

5. COMMUNICATION AND DISSEMINATION ACTIVITIES BY PARTNER

The coordinator and the Regional Leaders have developed a detailed follow up of the dissemination activities, explaining when and where they took place and which their impact was. These detailed plans can be found in the attached excel documents.