Interreg

**Danube Transnational Programme**

eGUTS



## Electric, Electronic and Green Urban Transport Systems – eGUTS

**Code DTP1-454-3.1-eGUTS**

# Communication Plan

**Eng. Daniel Amariei, PhD**
**Johannes Bachler, MSc, MBA**

*Center of Excellence for Renewable Energy, Energy Efficiency and Environment - CERE*

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## Document Change Control

| Version Number | Date of Issue | Author(s) | Brief Description of Change |
|---|---|---|---|
| Version 1.0 | 28.02.2017 | Dr.Eng. Daniel Amariei - Communication Manager | Initial version for review and comment |
| Version 1.1 | 30.06.2017 | Dr.Eng. Daniel Amariei - Communication Manager | Final version |
| Version 1.2 | 10.10.2017 | Dr.Eng. Daniel Amariei - Communication Manager | Final version reviewed |

Approval of Version 1.0 by Steering Committee (SCOM) on 01/03/2017.

Approval of Version 1.1 by Steering Committee (SCOM) on 04/10/2017.

Approved of Version 1.2 by Steering Committee (SCOM) on 04/10/2017 and update according to SCOM Decision (replacement of TOB with actual name FB)

# 1.    Background

The present Communication Plan refers to:

- Danube Transnational Programme Implementation Manual
- Danube Transnational Programme Communication Toolkit for projects
- Visual Identity Guidelines for DTP projects
- Subsidy Contract
- Partnership Agreement

In line with Article 69 (1) of Council Regulation (EC) No.1083/2006 (General Regulation), DTP Communication Toolkit for projects and Partnership Agreement, the "Electric, Electronic and Green Urban Transport Systems - eGUTS" project has to ensure transparency and inform the public of the actions of the project.

Thus, this document provides details on how eGUTS project will ensure that both objectives of transparency and informing the public are realized. In this regard, eGUTS project will go beyond the minimum requirements of making information available by putting effort into communication with and reaching out to stakeholders, beneficiaries and citizens, because effective communication does not only raise awareness about the project but it can also generate support from citizens as well as policy makers to ensure a lasting, positive impact of the project. By raising the quality of the implementation of the project and by helping to achieve its objectives, communication adds value to the project.

eGUTS Communication Plan provides a framework to manage and coordinate the wide variety of communications that take place during the project. The communication plan covers who will receive the communications, how the communications will be delivered, what information will be communicated, who communicates, and the frequency of the communications.

The Communication Plan is meant to ensure a good two-way communications among all stakeholders, a key for the success of the project. Good communication forestalls surprises, prevents duplication of effort, and can help to reveal omissions and misallocation of resources early enough to permit corrections.

# 2. Aim and objectives

## 2.1. Aim

The Communication Plan was designed with the aim to ensure that eGUTS Project provides relevant, accurate, and consistent project information to project stakeholders and other appropriate audiences about the modality in which the innovative eGUTS Standards support e-mobility in cities, what is the role of Local Action Plans developed, how these are implemented and what is the implementation impact, how eGUTS APP smart tool focuses strongly on user needs and last, but not least, how the Danube eMOB Strategy improves and coordinates to exploit the potentials of e-mobility in DTP Region and beyond. By effectively communicating the project can accomplish its work with the support and cooperation of each stakeholder group.

## 2.2. Objectives

As objectives, eGUTS Communication Plan identified the following:

- Raise awareness on the project among stakeholders and general public, intensifying cooperation among actors by the transnational Expert Panel (EP) team and Regional Strategy Platforms (RSP)
- Raise awareness on e-mobility, which already has proven its potential as environmentally friendly and sustainable mode of transport, among stakeholders and general public, being in permanent contact with European Electromobility Observatory
- Promote e-mobility among public bodies and local and regional policy makers, offering provision for affordable access to e-vehicles to reduce "financial barriers" for usage (pedelecs, e-cars, etc.) and gain support for eGUTS solutions, offering affordable and easy access to related infrastructure
- Insure an efficient communication among the eGUTS consortium partners
- Insure dissemination of project activities and achievements to public and private organisations and interest groups (stakeholders)
- Give accurate and timely information about the project and ensure a consistent message

# 3. Target Groups

This section identifies the audiences targeted in this Communication Plan, and the purpose of communicating with each audience. Thus, following actors play an important role in the implementation of the communication strategy:

**Project partners**: To improve co-operation, project partners need to communicate with each other. In addition, they will communicate with target groups within their countries.

**Organisations and groups in project regions**: The awareness campaigns in the beneficiary countries are being carried out and supported by organisations and groups in the particular regions. By this, the groups and organisations themselves act as communicators for the project.

**European Commission, national and regional institutions, authorities and media**: These groups need to be informed about eGUTS project and can support it by passing down information to their target groups and to general public.

- eMobility vehicles and charging stations providers/installers/assemblers and their associations;
- eMobility experts: engineers, marketing experts, business consultants, energy agencies;
- Private owners and joint ownership's administrators and their associations;
- Pupils, students and school bodies and organisations;
- Environmental associations;
- National, regional and local authorities;
- General public and media in the partner countries;
- National and transnational institutions.

| Audience | Communication Purpose |
|---|---|
| Joint Secretariat | Project plans, project progress, project issues |
| eGUTS Project Core Team | Project direction, project coordination, project deliverables, changes in work processes, clear direction and delegation of tasks |
| eGUTS Project Review Team | Project direction, project deliverables, quality assurance |
| eMobility vehicles and charging stations providers/ installers/assemblers | Project Strategy, impact due to changes in procedures or policies, project deliverables |
| National, regional and local authorities, National and transnational institutions | Project Strategy, impact due to changes in procedures or policies, project deliverables, project progress |
| General public and media in the partner countries | Impact due to changes in procedures or policies, changes in business procedures and policies, project progress |
| Pupils, students and school bodies and organisations | Impact due to changes in procedures or policies |

| Target groups | Target value |
|---|---|
| Local Public Authority | 7 |
| Regional Public Authority | 12 |
| National Public Authority | 7 |
| Infrastructure and (public) Service Provider | 5 |
| General public | 3000 |

# 4.    Strategy and key messages

Communication forms an integral part of project implementation strategy for the eGUTS Project. Innovative activities and close co-operation with beneficiaries will be necessary to ensure effective communication of the implementation and success of the project.

## 4.1. Principles

**Innovative and forward-looking:** New media provide many opportunities for communication both with the general public and with specific target groups in the project. The project will utilize new media where appropriate as an integral part of the communication strategy.

**Simple:** The project aims to keep to clear, consistent and understandable messages to its different target groups.

**Cooperative:** In order to make best use of the resources available for eGUTS, the project will try to involve different project bodies as well as beneficiaries in the communication strategy as much as possible.

**Interactive:** Communication in relation to information suggests that the process is interactive. The project will make an effort to listen to and incorporate feedback from its target groups in order to increase interest in the project and fine-tune its messages.

**Targeted:** A generic approach to communication could lead to important target groups not being addressed. The project will customise its communication efforts for each target group identified in order to ensure that the message reaches the relevant actors.

**Inclusive:** The countries participating in the eGUTS Project are spread over almost entire Danube area. It is therefore important to provide access to information about the project to different target groups in the regions. Because of that, the project involves regional actors in its communication strategy.

**Accountable:** The project will demonstrate good value for money in its messages. In addition, the communication plan itself will be monitored and evaluated according to the project working plan.

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## 4.2. Short, middle and long term strategy

The focus on communication strategy will change depending on the different stages in project implementation, reflecting the priorities relevant to that stage. Yet, throughout the whole project, the general public in all partner countries and relevant stakeholders will be informed on the state of the art in project constantly.

The project can be as consisting of three phases. Firstly, until midyear 2017, the emphasis of communication will be faced on bringing the partners together and preparing the communication paths between them and the various stakeholders (team- and network-building). This period will also be important for building a network across the project area of relevant stakeholders and policy makers. Meantime start also the preparation of the Feasibility Studies.

In the next stage it is important to design awareness campaigns and to realise it first in Paks, Hungary. The case study will be monitored and achievements will be measured. In this period, there is a strong accent on communication towards the target groups in the particular country. In addition, intensive and multidirectional communication between the partners will go on in order to optimise the national campaigns by practical experiences made in project work. Afterwards similar awareness campaigns will be implemented in the other beneficiary countries. As before, the emphasis of communication work will be put on the target groups in the particular countries and on the communication within the partners. This stage of the project will be finished by the end of the year 2018.

In the final stage of the eGUTS project, the focus will be put on collecting outcomes and disseminating the project results. The partners try to reach common positions on procedures, policies, shortcomings and constraints which slow the raise of the eMobility market in several countries. Most of the communication in this stage will occur between the partners.

## 4.3. Key Messages

The project will provide comprehensive information about the importance and the advantages of using e-vehicles. Because of sustainability, e-Mobility can be used as base for actions against global warming and for saving money. Therefore, the message will reflect that contribute to $CO_2$ emission reduction, having in this way an

impact on the entire environment. As different target groups have different needs, the message will be customised accordingly.

**eMobility - for better, easier and comfortable transport and a healthier environment. Ride with eGUTS!**

# 5. Tools and methods

During the project lifetime, a variety of tools and channels for dissemination of messages will be used. The project will customise its communication efforts for each target group identified in order to ensure that each message reaches the most proper and relevant actors.

The following outcomes are expected as results of communication strategy:
- Raised awareness of the eGUTS Project and of eMobility with the general public and with the particular target groups
- Improved eMobility awareness campaigns
- Improved project implementation and therefore better achievement of project objectives by show-cases for other regions to learn from and follow-up in the future
- Improved dissemination of project results by partners and beneficiaries
- More political support to ensure sustainable impact of project and future support.

## 5.1. Media channels / Methods / Tools

- **Visual identity**: The visual guideline for the eGUTS Project is the Visual Identity Guidelines for DTP projects elaborated by Joint Secretariat, aiming to provide visibility and recognisability of the project throughout all its communication efforts. It contains the Logo usage instructions and guidelines for different kinds of communication material.

- **Website**: Online Communication will represent the main form of communication of target groups within eGUTS Project. The website, build up and hosted by the Transnational Danube Program website, offers the opportunity of reaching a wide audience whilst at the same time being able to service specific audiences such as beneficiaries. The website started to be developed in January 2017 according to the communication principles laid down in this document. Other web based tools, such as web videos, will be explored for their relevance within the communication strategy. Online conferences, online video conferences and online workshops are part of the project communication.

| Activity number | Resp. | Perf. | Activity | Type | Start Proposal | End Proposal | Start actual | End actual |
|---|---|---|---|---|---|---|---|---|
| 2.1 | CERE | CERE | Communication Plan | Mandatory | 01.2017 | 06.2017 | 02.2017 | 06.2017 |
| 2.1 | CERE | All PPs | Project web-site | Mandatory | 01.2017 | 06.2019 | 02.2017 | 06.2019 |
| 2.1 | CERE | All PPs | Newsletters | Mandatory | 01.2017 | 06.2019 | 05.2017 | 06.2019 |

- **eGUTS mobility platform**: designed on findings from feasibility study, eGUTS mobility platform will consist of frontend web portal, from where the content administration will be provided, server application and from user smartphone app providing multi-language mobility info and educational contents with emphasis on e-mobility in the DTR. Training materials for partners and stakeholders will be delivered and training and trial phase implemented.

| Activity number | Resp. | Perf. | Activity | Type | Start Proposal | End Proposal | Start actual | End actual |
|---|---|---|---|---|---|---|---|---|
| 5.1 | VELENJE | CERE | eGUTS Forum & IT-Plattform for the APP | Mandatory | 05.2017 | 09.2017 | 05.2017 | |
| 5.2 | VELENJE | All PPs | DYI Forum Activities on the eGUTS platform | Mandatory | 10.2017 | 03.2019 | | |
| 5.3 | VELENJE | All PPs | Development of the eGUTS APP & integration of DYI content | Mandatory | 10.2017 | 04.2018 | | |
| 5.4 | VELENJE | All PPs | Training on Usage of the eGUTS APP | Mandatory | 02.2018 | 04.2018 | | |
| 5.5 | VELENJE | All PPs | Field-Trial & Improvements of the eGUTS APP | Mandatory | 05.2018 | 03.2019 | | |

- **Social media channels**: depending on the common decision about project needs, social media channels (Facebook, Twitter, LinkedIn, Youtube) can be developed for eGUTS project, due to the fact that social media are part of our private & work lives, they are interactive and make it possible to directly engage the audience, they represent a cheap way to reach the audience and can increase the traffic on the website.

| Activity number | Resp. | Perf. | Activity | Type | Start Proposal | End Proposal | Start actual | End actual |
|---|---|---|---|---|---|---|---|---|
| 2.1 | CERE | All PPs | eGUTS page Facebook | Optional | 01.2017 | 06.2019 | 03.2017 | 06.2019 |
| 2.1 | CERE | All PPs | eGUTS page LinkedIn | Optional | 01.2017 | 06.2019 | 03.2017 | 06.2019 |
| 2.1 | CERE | All PPs | eGUTS page Twitter | Optional | 01.2017 | 06.2019 | 03.2017 | 06.2019 |

- **Publications**: In the project different types of publications will be produced. All documents will be distributed in electronic form too.
  - *working documents (internal)*: communication plan, project guidelines, progress reports (5), activities reports by partners, status

reports, progress reports, attachments to reports, official documents (treaties,...), drafts, presentations

| Activity number | Resp. | Perf. | Activity | Type | Start Proposal | End Proposal | Start actual | End actual |
|---|---|---|---|---|---|---|---|---|
| 2.1 | CERE | CERE | Communication Plan | Mandatory | 01.2017 | 06.2017 | 02.2017 | 06.2017 |
| 1.1 | UPT | UPT | Project Guidelines | Optional | 01.2017 | 06.2017 | | |
| 1.1.5 | UPT | UPT | Progress Report 1 | Mandatory | 01.2017 | 06.2017 | 01.2017 | 06.2017 |
| 1.2.3 | UPT | UPT | Progress Report 2 | Mandatory | 07.2017 | 12.2017 | | |
| 1.3.3 | UPT | UPT | Progress Report 3 | Mandatory | 01.2018 | 06.2018 | | |
| 1.4.3 | UPT | UPT | Progress Report 4 | Mandatory | 07.2018 | 12.2018 | | |
| 1.5.3 | UPT | UPT | Progress Report 5 | Mandatory | 01.2019 | 06.2019 | | |
| 1.1.4 | UPT | All PPs | Expenses validation and Activities Report 1 by PPs | Mandatory | 01.2017 | 06.2017 | 01.2017 | 06.2017 |
| 1.2.2 | UPT | All PPs | Expenses validation and Activities Report 2 by PPs | Mandatory | 07.2017 | 12.2017 | | |
| 1.3.2 | UPT | All PPs | Expenses validation and Activities Report 3 by PPs | Mandatory | 01.2018 | 06.2018 | | |
| 1.4.2 | UPT | All PPs | Expenses validation and Activities Report 4 by PPs | Mandatory | 07.2018 | 12.2018 | | |
| 1.5.2 | UPT | All PPs | Expenses validation and Activities Report 5 by PPs | Mandatory | 01.2019 | 06.2019 | | |
| 1.2.4 | UPT | UPT, TEP | External Evaluation Report 1 | Mandatory | 07.2017 | 12.2017 | | |
| 1.3.4 | UPT | UPT, TEP | External Evaluation Report 2 | Mandatory | 01.2018 | 06.2018 | | |
| 1.4.4 | UPT | UPT, TEP | External Evaluation Report 3 | Mandatory | 07.2018 | 12.2018 | | |

o *public documents*: Feasibility Studies (5), eGUTS LAP Guide, Local Action Plans, Catalogue of e-rules and specifications, Danube eGUTS standards, eGUTS training materials (handbooks, manuals), DTP eMob Strategy

| Activity number | Resp. | Perf. | Activity | Type | Start Proposal | End Proposal | Start actual | End actual |
|---|---|---|---|---|---|---|---|---|
| 4.2.1 | FB | All PPs | Feasibility Study 1 Electric charging stations development in urban areas | Mandatory | 01.2017 | 08.2017 | 03.2017 | |
| 4.2.2 | VUD | All PPs | Feasibility Study 2 Pedelecs vs ecars in urban transport system | Mandatory | 01.2017 | 08.2017 | 03.2017 | |
| 4.2.3 | ZADAR | All PPs | Feasibility Study 3 Local and Regional eMobility Policy Support | Mandatory | 01.2017 | 08.2017 | 03.2017 | |
| 4.2.4 | ROSENC | All PPs | Feasibility Study 4 Electro bus involvement into public transport fleets | Mandatory | 01.2017 | 08.2017 | 03.2017 | |
| 4.2.5 | CDBV | All PPs | Feasibility Study DYI Conversion | Mandatory | 01.2017 | 08.2017 | 03.2017 | |
| 4.3.1 | UM | All PPs | eGUTS Local Action Plan Guide | Mandatory | 09.2017 | 02.2018 | | |
| 4.3.2 | UM | All PPs | eGUTS Training Materials Pack for Local Action Plans | Mandatory | 09.2017 | 02.2018 | | |
| 4.4.1 | ZADAR | UPT | Local Action Plan Timisoara, RO | Mandatory | 03.2018 | 08.2018 | | |
| 4.4.1 | ZADAR | CERE | Local Action Plan Neusidl am See, AT | Mandatory | 03.2018 | 08.2018 | | |
| 4.4.1 | ZADAR | ZADAR | Local Action Plan Zadar, HR | Mandatory | 03.2018 | 08.2018 | | |
| 4.4.1 | ZADAR | CDV | Local Action Plan Olomouc, CZ | Mandatory | 03.2018 | 08.2018 | | |

| 4.4.1 | ZADAR | DDTG | Local Action Plan Paks, HU | Mandatory | 03.2018 | 08.2018 | | |
|-------|-------|------|----------------------------|-----------|---------|---------|---|---|
| 4.4.1 | ZADAR | NO GRAVITY | Local Action Plan Senec, SK | Mandatory | 03.2018 | 08.2018 | | |
| 4.4.1 | ZADAR | UM | Local Action Plan Velenje, SI | Mandatory | 03.2018 | 08.2018 | | |
| 4.4.1 | ZADAR | ULCINJ | Local Action Plan Ulcinj, ME | Mandatory | 03.2018 | 08.2018 | | |
| 4.4.1 | ZADAR | REDASP | Local Action Plan Kragujevac, RS | Mandatory | 03.2018 | 08.2018 | | |
| 3.2.1 | UPT | All PPs | State-of-the-art Report with SWOT analysis | Mandatory | 04.2018 | 08.2019 | | |
| 3.2.2 | NOGRAVITY | All PPs | Catalogue of e-rules and specifications | Mandatory | 04.2018 | 08.2019 | | |
| 3.2 | CERE | All PPs | eGUTS Standards | Mandatory | 04.2018 | 08.2019 | | |
| 3.3.1 | CDV | All PPs | DTP eMob Strategy | Mandatory | 09.2018 | 03.2019 | | |
| 5.1.2 | VELENJE | All PPs | Feasibility Study on integrativity of existing smartphone mobility apps in Danube region (FSIT) | Mandatory | 05.2017 | 09.2017 | 05.2017 | |
| 5.4.1 | VELENJE | All PPs | Training materials on administration and management of eGUTS platform | Mandatory | 02.2018 | 04.2018 | | |
| 5.5.2 | VELENJE | All PPs | eGUTS testing report | Mandatory | 05.2018 | 03.2019 | | |
| 6.1.1 | DDTG | PAKS | Summary Report on Preparation for Pilot Action Paks | Mandatory | 05.2017 | 08.2017 | 05.2017 | |
| 6.1.1 | CDV | SMOI | Summary Report on Preparation for Pilot Action Olomouc | Mandatory | 05.2018 | 12.2018 | | |
| 6.1.1 | CERE | KEMS, FB, EBURG | Summary Report on Preparation for Pilot Action Neusidl am See | Mandatory | 05.2018 | 12.2018 | | |
| 6.1.1 | ZADAR | ZADAR | Summary Report on Preparation for Pilot Action Zadar | Mandatory | 05.2018 | 12.2018 | | |
| 6.1.1 | VELENJE | VELENJE, UM | Summary Report on Preparation for Pilot Action Velenje | Mandatory | 05.2018 | 12.2018 | | |
| 6.1.1 | NOGRAVITY | SENEC, SEPEC, VUD | Summary Report on Preparation for Pilot Action Senec | Mandatory | 05.2018 | 12.2018 | | |
| 6.1.1 | UPT | PTM, ROSENC | Summary Report on Preparation for Pilot Action Timisoara | Mandatory | 05.2018 | 12.2018 | | |

o *promotional documents*: multilingual folder, rollups, posters, leaflets, brochure, newsletters (6)

| Activity number | Resp. | Perf. | Activity | Type | Start Proposal | End Proposal | Start actual | End actual |
|-----------------|-------|-------|----------|------|----------------|--------------|--------------|-----------|
| 2.1.2 | CERE | All PPs | eGUTS project flyer | Optional | 01.2017 | 06.2019 | 03.2017 | 06.2019 |
| 2.1.3 | CERE | All PPs | eGUTS project poster | Mandatory | 01.2017 | 06.2019 | 03.2017 | 06.2019 |
| 2.1.4 | CERE | All PPs | eGUTS project roll-up | Optional | 01.2017 | 06.2019 | 03.2017 | 06.2019 |
| 2.3.1 | All PPs | All PPs | Document for National Awareness Campaigns (NAC) - multilingual folder | Mandatory | 01.2018 | 06.2018 | | |
| 2.3.3 | CERE | All PPs | Transnational Summary Report on National Awareness Campaigns (NAC) | Mandatory | 06.2018 | 09.2018 | | |
| 2.4.1 | All PPs | All PPs | Document for Transnational eMobility Week Events | Mandatory | 06.2018 | 12.2018 | | |

| 2.4.2 | CERE | All PPs | Transnational Summary Report on eMobility Week Events | Mandatory | 09.2018 | 12.2018 | | |
|---|---|---|---|---|---|---|---|---|

- **Conference Materials:** Different types of materials will be produced to increase the visibility of the project during events and such. In addition, specific scientific papers for conferences and meetings.

| Activity number | Resp. | Perf. | Activity | Type | Start Proposal | End Proposal | Start actual | End actual |
|---|---|---|---|---|---|---|---|---|
| 2.2.1 | CERE | All PPs | Opening Conference | Mandatory | 01.2017 | 02.2019 | 03.2017 | 03.2017 |
| 2.5.1 | CERE | All PPs | Closure Conference | Mandatory | 05.2019 | 06.2019 | | |
| 3.4.1 | CERE | All PPs | Presentation of eGUTS at transnational events | Optional | 03.2017 | 06.2019 | | |
| 4.4.1 | UM | All PPs | Transnational exchange of experiences workshop | Optional | 03.2018 | 08.2018 | | |

- **Press Materials**: The project aims to achieve media coverage in the entire project area, especially during the National Awareness in the participating states. In addition to the press conferences, press releases will be published.

| Activity number | Resp. | Perf. | Activity | Type | Start Proposal | End Proposal | Start actual | End actual |
|---|---|---|---|---|---|---|---|---|
| 2.2.2 | CERE | All PPs | Press Conference (back-to-back) following the Opening Conference | Mandatory | 01.2017 | 06.2019 | 03.2017 | 06.2019 |
| 1.2.1 | UM | All PPs | Press Conference following the 2nd project meeting Maribor - Slovenia | Optional | 07.2017 | 12.2017 | | |
| 1.3.1 | NOGRAVITY | All PPs | Press Conference following the 3rd project meeting Bratislava - Slovakia | Optional | 01.2018 | 06.2018 | | |
| 1.4.1 | FB | All PPs | Press Conference following the 4th project meeting Eisenstadt - Austria | Optional | 07.2018 | 12.2018 | | |
| 2.5.2 | UPT | All PPs | Press Conference (back-to-back) following the Closure Conference | Mandatory | 01.2017 | 06.2019 | 03.2017 | 06.2019 |
| 2.3.1 | All PPs | All PPs | Press releases after National Awareness Campaigns | Optional | 01.2018 | 06.2018 | | |
| 2.4.2 | All PPs | All PPs | Press releases after Transnational eMobility Week Events | Optional | 09.2018 | 12.2018 | | |
| 3.1 | All PPs | All PPs | Press releases after Regional Strategy Plattforms (RSP) | Optional | 07.2017 | 04.2019 | | |

- **Radio and TV**: In order to reach the aim of the eGUTS Project, target groups in the beneficiary partners need to be informed about the possibilities of eMobility. This will happen on info days and by press, radio and TV adverts.

- **Beneficiaries & Stakeholders**: As well as being a target group for internal communication within the project, the project bodies will be utilised as a channel to reach policy makers, other stakeholders and the citizens.

- **Monitoring**: Reliable financial and statistical information will be gathered in a monitoring process.

## Communication Message Contents
The section outlines the contents of the key communications.

### Project Plans
- Current and Future Plans
- Project Issues and Problems
- Planned Project Deliverables for the next Period

### Status Report
- Status Summary
- Status of Schedule
- Status of Budget
- Status of Scope
- Accomplishments Achieved
- Concerns/Issues
- Next Steps
- Project Team Members

### Project Briefing
- Goals of Project Management Improvement
- Project Status
- Project Problems and Issues
- Project Checklist

## 5.2. Events

| Activity number | Resp. | Perf. | Activity | Type | Start Proposal | End Proposal | Start actual | End actual |
|---|---|---|---|---|---|---|---|---|
| 1.1.3 | CERE | All PPs | 1st Partner Meeting (together with Opening Conference) in KEM Neusiedlersee-Seewinkel | Mandatory | 01.2017 | 06.2019 | 03.2017 | 03.2017 |
| 1.2.1 | UM | All PPs | 2nd Partner meeting Maribor - Slovenia | Mandatory | 07.2017 | 12.2017 | | |
| 1.3.1 | NOGRAVITY | All PPs | 3rd Partner meeting Bratislava - Slovakia | Mandatory | 01.2018 | 06.2018 | | |
| 1.4.1 | FB | All PPs | 4th Partner meeting Eisenstadt - Austria | Mandatory | 07.2018 | 12.2018 | | |
| 1.5.1 | UPT | All PPs | Final Partner Meeting (back-to-back) together with Closure Conference in Timisoara | Mandatory | 01.2019 | 06.2019 | | |
| 2.3.1 | All PPs | All PPs | National Awareness Campaigns | Mandatory | 01.2018 | 06.2018 | | |
| 2.4.2 | All PPs | All PPs | National eMobility Week Events | Mandatory | 09.2018 | 12.2018 | | |
| 6.2.2 | FB | All PPs | Transnational eGUTS Rally with eGUTS APP Support | Mandatory | 06.2018 | 12.2018 | | |

# 6.   Evaluation measures

The Lead Partner will monitor progress of the delivery of the communication plan and evaluate chosen communication methods. Also, LP team will assess the extent to which the objectives of project and of communication have been achieved.

The communication plan will be presented to the Project Partners as part of the implementation plan. Ongoing evaluation will take place and take influence on further communication process.

The following indicators have been defined in order to provide measurable objectives for the communication strategy.

## Outputs

| Programme output indicator | Project output number | Project output title | Quanti-fication |
|---|---|---|---|
| PO21 | 3.1 | Regional Strategy Platforms | 9 |
| PO21 | 3.2 | eGUTS Standards | 1 |
| PO20 | 3.3 | DTP eMob Strategy | 1 |
| PO20 | 4.1 | Individual Local Action Plans for eGUTS Cities | 9 |
| PO7 | 4.2 | Trainings on elaboration of Local Action Plans | 1 |
| PO21 | 5.1 | eGUTS APP developed | 1 |
| PO7 | 5.2 | Training on the Usage of eGUTS APP performed | 1 |
| PO22 | 6.1 | 3 types of Pilot Actions in DTP Cities & Regions | 7 |

## Results

| Indicators | Target value |
|---|---|
| No of permanent information sources / channels in operation (e.g. websites, regular publications) | 1 |
| No of individuals reached directly through dissemination outputs in the co-operation area | 3000 |
| No of administrative actors reached directly through dissemination outputs in the co-operation area | 26 |
| No of advanced tools and methodologies adopted to increase the projects visibility among experts and wider communities | 10 |
| No of common methodologies adopted | 3 |
| No of strategies adopted | 1 |
| No of innovative products developed | 1 |
| No of regional/local policies and instruments improved or developed | 7 |
| No of common standards established | 1 |
| No of new tools / instruments developed | 1 |
| No of impact studies on environmental issues carried out | 6 |
| No of pilot actions prepared | 7 |
| No of pilot actions implemented | 7 |
| No permanent exchange projects established | 2 |
| No of individuals benefiting directly from new / improved services | 3000 |
| No of investment proposals developed | 7 |
| No of investment projects implemented | 7 |
| No of infrastructures of common interest improved | 7 |
| No Local Public Authority involved | 7 |
| No Regional Public Authority involved | 12 |
| No National Public Authority involved | 7 |
| Infrastructure and (public) Service Provider | 5 |

# References

COM(2010)639/3 Energy 2020: A strategy for competitive, sustainable and secure energy

Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions: A European Strategy for Low-Emission Mobility [COM(2016) 501]

Energy Union and Climate Action: Driving Europe's transition to a low-carbon economy [IP/16/2545]

DIRECTIVE 2012/27/EU OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 25 October 2012 on energy efficiency, amending Directives 2009/125/EC and 2010/30/EU and repealing Directives 2004/8/EC and 2006/32/EC

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