



Danube Transnational Programme

CSSC LAB



COMMUNICATION & DISSEMINATION PLAN IMPLEMENTATION PLAN

September 2020

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About CSSC Lab

Project summary

Project identification

Programme priority	Priority 3
Programme priority specific objective	SO 3.2 Improve energy security and energy efficiency
DTP Project Code and Acronym	CSSC LAB
Project title	City Storage and Sector Coupling Lab
eMS Project Number	538
Name of the lead partner organisation	North-West Croatia Regional Energy Agency
Project duration	30 months
Start date	1. 7. 2020
End date	31. 12. 2022

Description of the project

Based on a recent study published by EUSDR PA2 renewables will provide 50% of SEE power demand in 2030, with higher levels of utilization of RES energy storage becoming the key in the next phase of the energy transition in all Danube countries. Even in the most advanced regions, the introduction of innovative energy storage and sector coupling applications has just started to gain momentum. As these challenges particularly hit medium-sized and smaller cities, adequate City Storage and Sector Coupling (CSSC) solutions are needed to ensure efficient energy use and increased energy security.

CSSC Lab will prepare the ground for accelerating the up-take of CSSC solutions by Danube region cities which is at a very low level since public

authorities possess little knowledge and shy the risks of investment. To overcome this barrier, the CSSC Lab project will implement a capacity building programme for municipalities and demonstrate the viability of CSSC solutions for medium-sized and smaller cities in the Danube region.

The CSSC Lab consortium consists of 17 PPs (AT, BG, CZ, DE, HR, SI, SK, RO + BiH, ME + MD) from energy agencies, expert organizations and pilot cities, with support from EUSDR as an ASP and a large network of ASP cities.

CSSC Lab will: 1) elaborate a model solution + assessment toolkit for typical urban CSSC use cases, 2) develop/pilot a capacity building programme for municipalities with local trainings, webinars and city coaching sessions, 3) establish four CSSC demo-centers in different partner regions (HR, AT, SI, BG) to demonstrate the feasibility and performance of the different CSSC solutions and 4) set up an online CSSC Lab learning platform for sustainable knowledge transfer.

Overall, the CSSC Lab project aims at building up a pipeline of CSSC replication projects in target cities across the Danube region. Regional action plans ensure practice transfer at reg. level. Transnational Policy Recommendations contribute to EUSDR PA2 and PA10 strategies.

Partners

<i>Name</i>	<i>Type</i>	<i>Country</i>
North-West Croatia Regional Energy Agency	Lead partner	Croatia
Zagreb County	ERDF partner	Croatia
ConPlusUltra	ERDF partner	Austria
Energie Kompass	ERDF partner	Austria
solar.one Immo GmbH & CoKG	ERDF partner	Austria
Local Energy Agency Spodnje Podravje	ERDF partner	Slovenia
Municipality of Destrnik	ERDF partner	Slovenia
Union of Bulgarian Black Sea Local Authorities	ERDF partner	Bulgaria

Alba Local Energy Agency	ERDF partner	Romania
AgEnDa, z.s.	ERDF partner	Czech Republic
Old Town Borough of Bratislava	ERDF partner	Slovakia
Slovak University of Technology	ERDF partner	Slovakia
Lake Constance Foundation	ERDF partner	Germany
Energy Agency Regio Freiburg	ERDF partner	Germany
Sarajevo Economic Regional Development Agency	IPA partner	Bosnia & Herzegovina
Innovation and Entrepreneurship Center Tehnopolis	IPA partner	Montenegro
Cross-border Cooperation and European Integration Agency	ENI-MD partner	Moldova
<i>Associated partners</i>		
HEP Toplinarstvo d.o.o.	Associated partner	Croatia
Municipality of Alba Iulia	Associated partner	Romania
Třeboň Municipal Water Company Ltd.	Associated partner	Czech Republic
City of Vienna / EU Funding Agency Ltd./ EU Strategy of the Danube Region / Priority Area 10	Associated partner	Austria
Gutach (Breisgau)	Associated partner	Germany
Municipality of Dornava	Associated partner	Slovenia
Donaueschingen	Associated partner	Germany
Marktgemeinde Ollersdorf	Associated partner	Austria
City of Zaprešić	Associated partner	Croatia
Dobrich Municipality	Associated partner	Bulgaria
3K	Associated partner	Bulgaria
Lucron Group a.s.	Associated partner	Slovakia

Communication objectives

The main objective of CSSC LAB is to accelerate the up-take of energy storage & sector coupling solutions in different urban environments across the Danube region, particularly in the large number of medium-sized and smaller cities in the Danube area.

WP C addresses internal & external communication & dissemination structures as well as all the inherent activities:

- Start-up activities
- The management of communication activities
- Promotional materials
- Publications
- Digital activities
- Public events

Main internal communication objectives:

- Unification of the outgoing message within the project consortium
- Understanding the individual roles of each partner in terms of WPC activities
- Meeting all the programme visual identity rules and requirements by all partners

Main external communication objectives:

- Showcasing the pilot demo investments in energy storage & sector coupling solutions
- Enabling access to project replication pipeline in the field of energy storage & sector coupling solutions
- Building up the knowledge and decision-making capacities in order to boost the implementation of CSSC projects

Target groups

In general, the target group for CSSC Lab project is very specific and thus activities of WPC need to be designed and managed accordingly.

Prior to that, based on the DTP methodology we can distinguish between internal and external target groups.

The internal target group is composed of individuals working with the implementation of the programme such as:

- Managing Authority (MA)
- Joint Secretariat (JS)
- National Contact Points in the Member States
- Monitoring Committee (MC)
- National bodies responsible for coordinating the Interreg programmes
- European Commission / DG Regio Desk Officer of the programme

The external groups are identified as follows:

A) *by type:*

- local public authority - municipalities from all partners' regions
- regional public authority - regional authorities of partners' regions and firsts "replicator regions"
- national public authority - national authorities of partners' regions
- sectoral agency - energy, innovation and development agencies
- infrastructure and (public) service provider - energy system operators, service providers
- enterprises (excluding SME) - large energy suppliers / or any other dealing with specific energy investment
- SME - engineering, technology suppliers, urban planning, etc.
- higher education and research
- interest groups including NGOs

B) *by sector coupling application*

- partners
- stakeholders
- investors
- public
- media

<i>Project specific objectives</i>	<i>Reaching the target group</i>
<p>To develop model solutions & showcase pilot demo investments in energy storage & sector coupling applications in real-life urban environments.</p>	<p>Model solutions will be used to demonstrate potential CSSC applications for the most relevant energy challenges of target cities. They will be used as practice examples in Trainings and City Coaching sessions.</p>
	<p>Model solutions will provide an argumentation basis in decision-making processes at the level of target municipalities and help to accelerate the development of an implementation project pipeline across the Danube region.</p>
<p>To build up knowledge & decision-making capacities of city actors in order to develop a project replication pipeline.</p>	<p>All project results from thematic workpackages serve for the final aim of increasing the knowledge and increasing the willingness to implement CSSC Projects in medium-sized and smaller cities in the Danube Region. Knowledge will be built through the dissemination of results and also through trainings conducted with key actors. The Platform will also serve as a resource for these actors, ensuring that they have access to project results beyond the lifetime of the project.</p> <p>They can learn about up-to-date options for urban energy storage and sector coupling solution, increasing their willingness to implement CSSC application projects. The Approach for Dissemination of this knowledge is described in the single workpackages.</p>
	<p>All project results from thematic workpackages serve for the final aim of increasing the knowledge and increasing the willingness to implement CSSC Projects in medium-sized and smaller cities in the Danube Region. The Approach for Dissemination of this knowledge is described in the single workpackages.</p>

<p>To elaborate regional action plans, transnational strategic roadmap & policy recommendations in order to ensure transferability & the sustainable use of project results</p>	<p>The goal of regional action plans for each of the partner regions will be communicated already during the implementation of local action planning workshops to relevant stakeholder groups. Finalized Regional Action Plans will be presented and discussed with policy-makers, municipality representatives and further stakeholders in each of the partner regions to ensure sustainable transfer of project results.</p>
	<p>Regional action plans will be disseminated as a planning and decision-making basis to increase the support for the implementation of CSSC application projects in target cities of the Danube region. The dissemination will be carried out through more channels such as - i) network of local stakeholders engaged in the process of RAP preparation, ii) RAP public introduction (events, media, websites, social media), iii) personal meetings with key actors / decision makers</p>

Visual Identity

In accordance with the Visual identity guidelines of DTP, the project will develop its visual identity based on pre-defined framework provided by the Programme.

During the implementation, project CSSC Lab will share the programme's brand by adding the project acronym below in the colours of the priority the project belongs to. Within the defined rules at the Visual identity guidelines, logo of the project will be always included in the communication materials produced during the project implementation.

The elements of the logo represent a unit which is defined as invariable. They must not be shown separately. The composition of the logo elements follows specific rules and must not be changed.

The project logo will be available for the public on the project's website:

<http://www.interreg-danube.eu/approved-projects>



Basic unit

The basic unit used for the definition of the logo composition is the width of the letter “e”. This measure is used to define the space between the elements as well as the clear space around the logo.

European flag

The space between the logotype and the European flag equals two thirds of the basic unit. The height of the flag is the same as the letter “l”.

European Union reference

The European Union reference is aligned with the descender of the letter “g”. It is always exactly as wide as the European flag. Following the regulation, the European Union reference is set in Arial.

Clear space area

A clear space of at least one basic unit in height and width must remain around the logo. Within this area no other graphic elements or logos must be placed. Likewise, this zone has to be observed for the positioning distance to the page margins. This clear space area shown opposite is the minimum clear space – it is recommended to increase this space wherever possible.

Project acronym

For the project acronym also the typeface Montserrat was chosen as it is visually similar to the Interreg logo. The project name is written below the programme name in Montserrat Regular, at a cap height that is the same as of the programme name with a letter spacing of -20. The distance from the baseline of the programme name to the cap height of the project name is 1/2 of the basic unit. The colour has to match the colour of the project’s main thematic priority.

Logo usage and sizes

Standard logo / Full colour version

The standard logo is the full colour version. This version should be used whenever possible. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background.

Greyscale logo / Black and white logo / 1-colour logo








For single colour reproductions, a greyscale / black and white / 1-colour (reflex blue) logo version of the logo should be used. These versions should only be used whenever full colour is not available. These versions are recommended when applied through serigraphy and engraving procedures or/and on restrictive surfaces of certain materials - fax, stickers – whenever the full-colour version of the logo cannot be applied.

Negative logo

This version of the logo should be used whenever we are using reflex blue background. The minimum usable size of the Interreg logo is 38.1 mm. From

this data we get the minimum usable DTP logo size as 45.5 mm. In special cases (for the production of small items such as pens and pen-drives etc.), when there is no larger space for placing the logo, an exceptional use is allowed and accepted. For those cases, if the mention 'European Union' under the EU flag is not visible, this text can be omitted, but the EU flag cannot be left out in any circumstances. Otherwise, if it is visible according to the used material and the quality of the printing, it should be included. Some logo versions are proposed which are exceptionally allowed to be used when small-sized logo for very small items apply.

Logo colours

Colour	Pantone	CMYK	HEX	RGB	Priority
	Reflex blue	100/80/0/0	003399	0/51/153	
	2716 C	41/30/0/0	FFCC00	159/174/229	
	Yellow	0/0/100/0	9FAEES	255/204/0	
	109 C	0/24/93/0	#fdc608	253/198/8	<i>Innovative and socially responsible Danube region</i>
	382C	49/0/99/0	#98c222	252/194/34	<i>Environment and culture responsible Danube region</i>
	Cool Gray 4 C	12/8/9/23	#bbbcbc	187/188/188	<i>Better connected and energy responsible Danube region</i>
	3145 C	87/32/35/16	3c7486	60/116/134	<i>Well-governed Danube region</i>

The colour scheme was developed to clearly label the thematic priorities axes of the programme. The colours were chosen to create a harmonic system with colours that match each other and provide good contrast to the central brand and colours of Interreg. Except very specific cases, all projects funded by the programme are not allowed to create their own logo. They have to use the programme logo including the reference to the project acronym instead. This reference needs to be written in the colour of the matching thematic priority the project belongs to.

Symbol usage and colours

The symbol in the programme logo represents splashes in the water, thus being clearly linked to the Danube river. This symbol shows how different projects from different countries can create something together putting their individual know-how into a common goal and how the impact of their results can be multiplied and linked to other project results.



Standard symbol / Full colour version

The standard symbol is the full colour version. This version should be used whenever possible. It is rarely used without the logo. Contrary to the full colour logo version, the full colour symbol can be used on both white and reflex blue backgrounds.

Greyscale symbol

The greyscale symbol version is used when we want to reach a watermark effect. This is used partly on printed materials and on internal documents. It is always used on white background.

Negative symbol

This version of the symbol should be used whenever we are using reflex blue background.

Standard appearance



Greyscale versions

Pantone Cool Gray 4 C 30%







Negative appearance

white 20%



The colour scheme of the symbol, the 4 colours of the 4 splashes, are determined according to the 4 colours of the priorities covered by the Danube Transnational Programme.

Priority	Colour	Pantone	CMYK	HEX	RGB
<i>Innovative and socially responsible Danube region</i>		109 C	0/24/93/0	#fdc608	253/198/8
<i>Environment and culture responsible Danube region</i>		382C	49/0/99/0	#98c222	252/194/34
<i>Better connected and energy responsible Danube region</i>		Cool Gray 4 C	12/8/9/23	#bbbcbc	187/188/188
<i>Well-governed Danube region</i>		3145 C	87/32/35/16	3c7486	60/116/134

Typography

For programme and project logos (programme and project name) and the reference “Programme co-funded by the European Union” the typeface Montserrat was chosen as it is visually similar to the Interreg logo.

The font can be downloaded here:

Montserrat: <https://www.fontsquirrel.com/fonts/montserrat>

NOTE: the reference to the European Union under the flag uses the typeface Arial as described in art 4, §4 of the Commission implementing regulation (EU) No 821/2014. This font must not be changed.

Fund mention

In all communication tools and activities, the reference to the funding by the European Union must be clearly indicated.

EU funding to the project is granted from three different funds: European Regional Development Fund (ERDF), Instrument for Pre-Accession Assistance II (IPA II) and European Neighbourhood Instrument (ENI). Considering this, the general reference “Project co-funded by the European Union” needs to be included in small size in all communication materials. Whenever possible (i.e. written documents), the specific funds should be mentioned.

This reference to the European EU funding should be written in the typeface Montserrat. In the case of Word and PPT documents, Monserrat font can be substituted by Cambria.

The colour of the text can be:

- White;
- Reflex blue;
- Grey (CMYK 0.0.0.50).

As for the position, the fund mention must be placed on the bottom left of the page. In case the slogan is already placed there, it can be written under the name of the project or vertically on the right hand side of the layout.

Project co-funded by the European Union

Application of the visual identity

Poster

Within six months after the approval of the project, each project partner has to place at least one poster with information about the project (minimum size A3), including the financial support from the EU, at a location visible to the public, such as the entrance area of a building (Regulation (EU) No 1303/2013, Annex XII Article 2.2 paragraph 2.b).



 **Interreg** 
Danube Transnational Programme
CSSC LAB

Project co-funded by the European Union (ERDF, IPA, ENI).

Project: CSSC Lab

ERDF: 1584534.47 €

IPA: 138365.12 €

ENI: 45817.97 €

Lead Partner: North-West Croatia Regional Energy Agency

Start date: 01-07-2020

End date: 31-12-2022

A stream of cooperation

The poster needs to stay visible for the whole duration of the project. The production costs of the poster need to be budgeted.

Some posters used at programme level can be used as examples for the production of posters at project level. However, it is the responsibility of the Lead partner to adapt its content including at least the project name and the financial support from the EU.

Letterhead



Project co-funded by the European Union (ERDF, IPA, ENI).

Slides for presentation

Cover slide



Regular slide



IMPLEMENTATION

Communication Channels and Tools

Using the same analogy two types of communication channels will be set.

Internal communication channels and tools

The CSSC Lab partners will use following tools for internal communication:

- Google Drive? - as a share point for all internal documentation, reporting, monitoring and better shared access
- Microsoft Teams - for hosting project's meeting and coordination
- E-mail - two e-mails groups have been set for easier operation - i) cssc.lab@os-agenda.cz for all partners and ii) cssc.lab.wp@os-agenda.cz for WP leaders

List of e-mail group members (as of 30. 9. 2020)

First name	Last name	Partner	WP lead
Florin	Andronescu	ALEA	
Tiberiu	Toma	ALEA	
Valeriu	Ajder	ACTIE	
Olesea	Baragan	ACTIE	
Anja	Grabovica	Tehnopolis	
Marijana	Jovović	Tehnopolis	
Michael	Niederkofler	EK	
Josef	Wolfbeisser	CPU	x
Brigitte	Hatvan	CPU	x
Volker	Kromrey	LCF	x
Aleksandar	Janičić	Tehnopolis	
Andreas	Schneemann	solar.one	
Vanessa	Boas	CPU	x
Cosmin	Capra	CPU	x
Dimitri	Vedel	LCF	x
Marko	Čavar	REGEA	
Hrvoje	Maras	REGEA	x
Lucia	Lanáková	Bratislava	

Andreas	Karner	CPU	x
Mariana	Ivanova	ubbsla	
Viera	Joklova	FA STU	
Lorant	Krajcsovics	FA STU	
Henrich	Pifko	FA STU	
Katarina	Kristianova	FA STU	
Damian	Wimmer	EARF	
Udo	Schoofs	EARF	
Anne-Kathrin	Hillenbach	EARF	
Daria	Komorčec Modrušan	ZC	
Roman	Kekec	LEASP	
Irena	Ostroško	LEASP	
Todor	Tonev	UBBSLA	
Milan	Chromik	Bratislava	
Jan	Jareš	Ag	x
Lea	Unterreiner	EARF	
Linda	Lentzen	LCF	x
Immanuel	Schaefer	LCF	x

External communication channels and tools

Project website

All relevant information on the CSSC Lab project is available on the project website.

<http://www.interreg-danube.eu/approved-projects/cssc-lab>

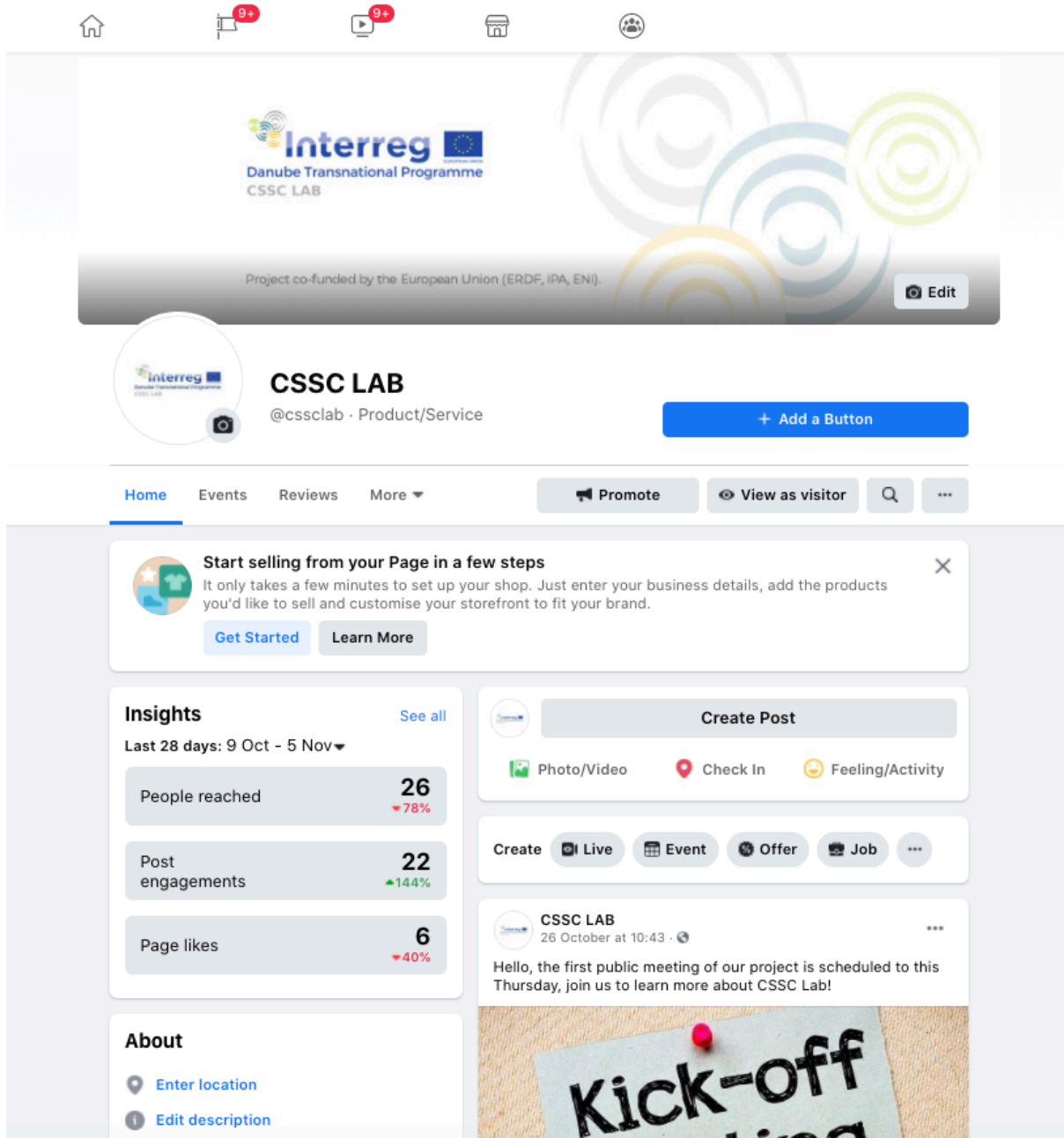
On the website, all up-to-date information will be available, and each PP is requested to update and send news to the WPC leader on a regular basis especially following the completion of deliverables. The WPC leader is responsible for sharing and updating all relevant information on the project.

Project Facebook page

The Facebook page will be the main social media channel for the CSSC Lab project.

<https://www.facebook.com/cssclab>

On the Facebook page, all updated information will be available in English, and each PP is requested to update and send news to the WPC leader on a regular basis (2x month). The WPC leader is responsible for sharing and updating all relevant information within the project.



The screenshot shows the Facebook profile page for CSSC LAB. At the top, there is a navigation bar with icons for home, notifications (9+), video (9+), marketplace, and groups. Below this is a large banner image featuring the Interreg Danube Transnational Programme CSSC LAB logo and the text "Project co-funded by the European Union (ERDF, IPA, ENI)".

The profile information section includes the CSSC LAB logo, the name "CSSC LAB", the handle "@cssclab · Product/Service", and a blue button labeled "+ Add a Button".

Below the profile information is a navigation menu with "Home" (selected), "Events", "Reviews", and "More". To the right of the menu are buttons for "Promote", "View as visitor", a search icon, and a three-dot menu icon.

A promotional banner at the top of the main content area reads "Start selling from your Page in a few steps" with a "Get Started" button and a "Learn More" button.

The "Insights" section shows data for the last 28 days (9 Oct - 5 Nov):

Metric	Value	Change
People reached	26	▼78%
Post engagements	22	▲144%
Page likes	6	▼40%

The "Create Post" section offers options for "Photo/Video", "Check In", and "Feeling/Activity". Below this are buttons for "Create", "Live", "Event", "Offer", "Job", and a three-dot menu.

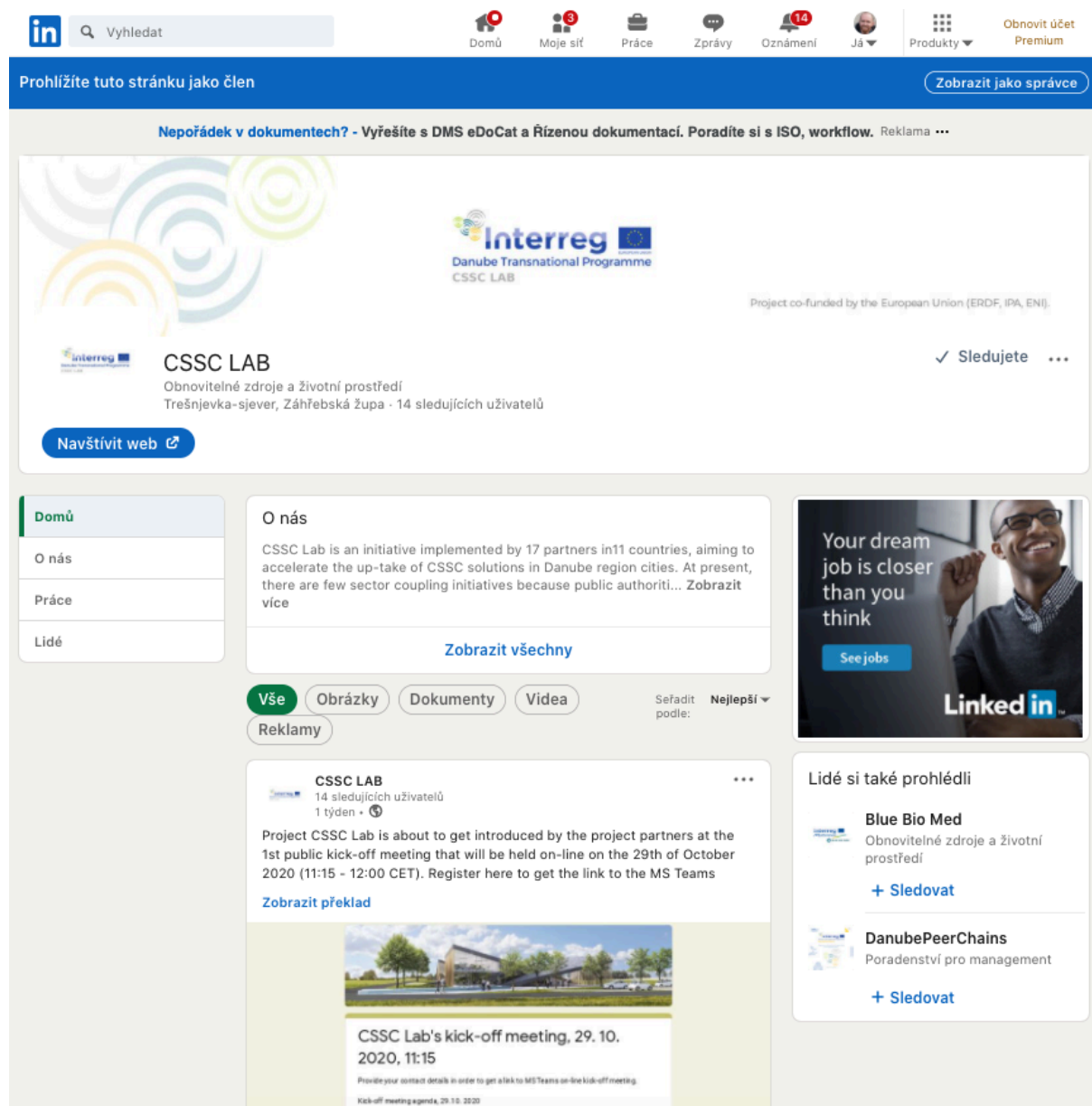
A recent post from CSSC LAB, dated 26 October at 10:43, contains the text: "Hello, the first public meeting of our project is scheduled to this Thursday, join us to learn more about CSSC Lab!". The post includes a photo of a "Kick-off" sign pinned to a corkboard.

LinkedIn profile

The link to the official LinkedIn profile of the project is:

<https://www.linkedin.com/company/cssclab>

At the LinkedIn profile, all updated information will be available, and each PP is requested to update and send news to the WPC leader, on a regular basis. The WPC leader is responsible to share and update all relevant information within the project.



The screenshot shows the LinkedIn profile for CSSC LAB. The header includes navigation icons for Home, My Network, Work, Messages, Notifications, and Profile, along with a search bar and a 'Vyhledat' button. Below the navigation is a blue bar with the text 'Prohlížíte tuto stránku jako člen' and a 'Zobrazit jako správce' button. The main content area features the CSSC LAB logo and a description: 'Obnovitelné zdroje a životní prostředí, Trešnjevka-sjever, Záhřebská župa - 14 sledujících uživatelů'. A 'Navštívit web' button is visible. The 'O nás' section provides details about the initiative, implemented by 17 partners in 11 countries. A 'Zobrazit všechny' button is present. The 'Vše' filter is selected, and the 'Reklamy' section is visible. The 'Lidé si také prohlédli' section lists 'Blue Bio Med' and 'DanubePeerChains'. A post from CSSC LAB is shown, announcing a public kick-off meeting on October 29th, 2020, at 11:15 CET. The post includes a photo of the meeting and a link to the agenda.

Press releases

Press releases of the CSSC Lab project will be produced, published, and shared with all stakeholders in order to inform the public about the objectives, aim, and the project overall. Each partner is responsible for local dissemination, WPC leader for overall dissemination using all available communication channels.

Newsletter

The newsletter of the CSSC Lab project will be produced, published, and shared with all relevant institutions, communities, organizations, i.e. to all relevant stakeholders twice a year. The list of the stakeholders to whom the newsletter is sent, will be collected by the WP leader from every PP. As a template DTP website will be used. The newsletter will be in electronic form and in English.

Blog

The project will also have a blog (posted under the news section), reporting on the developments occurring in the demo sites. The first round of blog posts on the demo sites will be published in November 2020, serving as an introduction to the key components of the respective site and foreseen impact at community level. A second round of blogs will follow in spring 2021, right before the launch of the demos. Subsequently, blogs will be written following study visits and other major events.

CSSC online knowledge hub and training platform

Main purpose of the online platform is dissemination of information about main activities performed within the CSSC Lab project to broader audience (internal and external). This platform should transfer knowledge transfer and serve as a demonstration of solutions for other cities, municipalities, and potential investors since various solutions for energy production, storage, utilization and management will be used.

Platform will be integrated in CSSC Lab official web page and needs to be accessible by using all standard web browsers regardless of location and used computer platform.

On the CSSC Lab online platform all knowledge components which the project elaborated in the different work packages to support capacity

building and foster the development of a Pipeline of CSSC Projects in replicator cities, will be made freely available.

Different work packages' content include

- Model Solutions from WP2, including a set of model project outlines
 - o CSSC Matrix
 - o Model cases
 - o Specified model solutions
- Collection of practice examples of CSSC application
 - o Good practice examples
- Digital training materials developed within WP3
 - o Overview of good training materials gathered in the initial phase
 - o Training modules on technological CSSC aspect
 - o Training modules on economic and managerial CSSC aspects
 - o Training materials for webinars and online trainings
- Documentation of CSSC Lab demo-Centers and ongoing demo activities
 - o Opening of demo-centre
 - o Study visits
 - o Open days
- Lessons learnt Reports and practice Transfer recommendations for municipalities

The online platform will be regularly updated and maintained at least three years beyond Project Duration to disseminate continued demo-center activities after Project end and further recent Information on CSSC Topics.

Project leaflet

The basic project leaflet describing the idea, main goals and partnership, will be prepared by the WPC leader by month 4 of project implementation in a master file. For resource efficiency reasons, copies of the project leaflet will be printed out by each partner acc. to their promotional demand.



Project poster

The WPC leader will provide all partners with the master design of the project poster / roll-up in course of first four month of the project. Production of posters/roll-ups will be done locally by each project partner.



Give-aways

The WPC leader will coordinate the selection of give-aways based on the list of eligible give-away items provided by the Programme, like e.g. DTP-branded materials to be used in trainings. Production of generally used give-aways will be done by the WPC leader while each partner region also is

provided with a small budget to complement Give-aways with items that will only be used at the regional level.

CSSC Lab brochure

To support promotional activities for the CSSC Lab at transnational level as well as in the partner regions with demo-center locations, the WPC leader in cooperation with demo-center partners will prepare a CSSC Lab brochure. In this leaflet the whole virtual CSSC Lab including all demo-Center locations and the CSSC Lab online platform as well as related offers to target audiences will be promoted. The WPC leader will provide all PPs with a printable master-file to be translated and printed out by the project partners acc. to their promotional needs.

CSSC Guidebook

The Guidebook for replicator cities will be the main reference frame on the online CSSC Lab platform to guide through the various content inputs from WP T1-T4 in a structured way. The chapters of the Guidebook will be defined by the partnership at an early stage (SC#1) when first results, e.g. from Regional analysis, will be available. Further content will be made available step by step. In this manner, the Guidebook will be filled chapter by chapter along with project progress, making up a complete compendium of knowledge on urban energy storage and sector coupling applications in the final project phase. For further dissemination partners will be required to produce extracts in their local languages consisting of highlights.

Public kick-off meeting

According to the proposal, it was planned that PP4 would organise a public kick-off event around the city of Stegersbach (location of AT demo-center) within the first four months of Project implementation. It was also planned hold this kick-off in conjunction with an attractive public event on energy topics. However, due to corona, this event will have an online format.

Local awareness raising events

Each partner Region will implement at least two local awareness raising events to reach out to local target groups from municipalities and relevant stakeholders with a focus on the promotion of the CSSC Lab demo activities and online platform.

Project presentations

For cross-project fertilisation and capitalisation, all project Partners will get in contact with related EU funded and national/regional Projects and initiatives for presenting CSSC Lab project ideas and results as well as promoting of CSSC Lab demo activities and online platform. Further, the LP and/or appointed WP Leaders will participate in capitalisation Events organised by the DTP Programme to exchange Knowledge and capitalise on synergies with other funded projects.

The Lead partner or appointed WP Leaders will identify at least two transnational EU-Level Events that address main Project target groups in order to present in this context the CSSC idea and Project results and promote the CSSC Lab offers to large transnational audiences.

Mid-term event

The project mid-term event is planned to be organised by PP 14 in cooperation with PP13 in Freiburg. The focus of this event will be practitioner-oriented, addressing city administrations from different project regions in an exchange of experience and discussion of demo-Center Learnings and good practice. ASPs will be invited by the consortium to attend this event presenting their local perspective on CSSC issues in the Danube countries.

Final event

The final project event will take place in Zagreb organised by the Lead partner. CSSC Lab results from Demonstration activities at demo-Centers in all parts of the Project Region will be presented to draw strategic conclusions how the transfer of Project results will support the Transition of Danube Region cities to increased levels of energy efficiency and usage of renewable energy sources. This policy-oriented event will kick-off the transfer of CSSC Action Plans and the CSSC Roadmap developed by the Project partnership beyond project finalisation.

Demo investments - specific communication strategy

Demo investments are the main communication baseline and the most attractive content for the majority of target groups therefore the consortium should focus on documentation of the whole process.

Four sites: Croatia, Bulgaria, Slovenia and Austria

Questions:

- What can we learn from each of these cases?
- What conditions and needs are similar and what is different?
- In what way are these 4 sector coupling approaches innovative compared to the solutions applied previously?

Communication activities will be focused on illustration of:

- I. the utility of the approach
- II. its replication potential

4 phases:

1. Pre-launch phase

Location (SL, BG, HR, AT), particularity and utility (why selected approach and what are the expected benefits? What is the problem that exists at the moment?)

Actions:

- 1 blog per country highlighting the approach and its importance + video recording & photos of location.
- Joint video of all 4 locations including mini statements by key partner (also in local language with subtitles).

2. Launch

What does the site look like and how will the operations work? Is there any innovation? What will the impact on the environment be?

Actions:

- 1 blog per country explaining operations, photos of site & video of all 4 locations including mini statements by key partner (also in local language with subtitles).

3. Study visits

Who has come to visit, which site and what have they learnt?

Actions:

- 1 blog per visited site, photos of site & video of all 4 locations, can include mini statements by visitors (also in local language with subtitles).

4. *Showing of results*

What has been achieved in the 4 locations? What difference has it made?
How has the project helped solve the problem?

Actions:

- 1 blog per country & joint video of 4 sites, can include mini statements by key partner (also in local language with subtitles)

Team

List of communication managers of the CSSC Lab project:

<i>Partner</i>	<i>Name of the project communication manager</i>
North-West Croatia Regional Energy Agency	Martina Sarlog Vincek Marko Čavar
Zagreb County	Daria Komorčec Modrušan
ConPlusUltra	Vanessa Boas
Energie Kompass	Michael Niederkofler
solar.one Immo GmbH & CoKG	David Kleinlauth
Local Energy Agency Spodnje Podravje	Irena Ostroško
Municipality of Destrnik	
Union of Bulgarian Black Sea Local Authorities	Todor Tonev Mariana Kancheva Ivanova
Alba Local Energy Agency	Tiberiu Toma
AgEnDa, z.s.	Jan Jareš
Old Town Borough of Bratislava	Milan Chromík
Slovak University of Technology	Viera Joklova
Lake Constance Foundation	Immanuel Schäfer
Energy Agency Regio Freiburg	Lea Unterreiner
Sarajevo Economic Regional Development Agency	Belma Pasic
Innovation and Entrepreneurship Center Tehnopolis	Anja Grabovica Aleksandar Janičić
Cross-border Cooperation and European Integration Agency	Ajder Valeriu

Timeline

Overview of WPC tasks and deliverables in project's timeline

Activity / Deliverable	Quantity	Delivery
D.C.1.1 – Project start meeting	1,00	08/2020
D.C.1.2 – Initial project website	1,00	08/2020
D.C.1.3 – Set-up of social media channels	2,00	08/2020
D.C.1.4 – Comm & Diss strategy and IP	1,00	09/2020
D.C.2.1 – Project leaflet	1,00	10/2020
D.C.2.2 – Project poster / roll-up	1,00	12/2020
D.C.2.3 – Give-aways	1,00	03/2021
D.C.3.1 – Regular website updates	10,00	12/2022
D.C.3.2 – Regular updates of SM channels	120,00	12/2022
D.C.3.3 – Biannual project newsletters	5,00	12/2022
D.C.4.1 – CSSC Lab brochure	1,00	09/2021
D.C.4.2 – CSSC Guidebook	1,00	09/2022
D.C.4.3 – CSSC Guidebook abstracts	7,00	12/2022
D.C.5.1 – Public kick-off event	1,00	10/2020
D.C.5.2 – Local awareness raising events	22,00	12/2022
D.C.5.3 – Presentations at ext. events (w)	7,00	12/2022
D.C.5.4 – Presentations at ext. events (o)	2,00	12/2022
D.C.5.5 – Mid-term project event	1,00	12/2021
D.C.5.6 – Final project event	1,00	12/2022

Monitoring and Evaluation

The CSSC Lab Communication & Dissemination Plan will be reviewed after one year of project implementation. This evaluation will be carried through:

- Information gathered from Google analytics on website visits, statistics from social media responses
- Number and type of participants at CSSC Lab events
- Raised interest in CSSC technologies measured by the interactions of the audience / stakeholders
- Other project partners' inputs

References

The documents that were used during the process of preparation of the Communication strategy are following:

- DTP Communication Toolkit for Projects;
- Visual Identity Guidelines for the Projects;
- Documents for Project implementation;
- Application form of the CSSC Lab project.

Annexes

- I. CSSC Lab Visual Pack (logo, letterhead, ppt slides, poster)