




D.6.2 Dissemination and Communication Strategy

19.07.2024

V.1.0

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¹ **R** = Document, Report; **Dem** = Demonstrator, pilot, prototype; **DEC** = website, patent filings, videos, etc; **OTHER** = other

² **PU** = Public, **SE** = Sensitive



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EXECUTIVE SUMMARY

Dissemination and Communication strategy is developed within the TANDEMS project to ensure that key stakeholders, internal and external partners as well as local actors are reached and engaged with appropriate, understandable and relevant information. The strategy includes the mapping of relevant stakeholders, identifying key messages, developing applicable communication and dissemination tools and channels, ensuring project recognition and visibility through a unique visual identity as well as planning out activities throughout the duration of the project.

The Dissemination and Communication Strategy is written under Task 6.2 and comprises of setting-up of a Dissemination and Communication Hub, which will include a project website and the development of dedicated project pages on the beneficiaries' websites.

Key elements of the strategy will be elaborated at internal workshops organized online and at the projects in person meetings (such as the kick-off meeting). The Dissemination and Communication Strategy will support partners in carrying out their dissemination and communication efforts throughout the project and will be updated every 12 months after publication.



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LIST OF ABBREVIATIONS

WP Work Package

PU Public

EC Energy Communities

SME Small and medium-sized enterprises

REC Renewable Energy Communities

CEC Citizen Energy Communities

KPI Key Performance Indicators

BE Belgium

NL Netherlands

BG Bulgaria

AU Austria

ICA International Cooperative Alliance

CSO Civil Society Organisation

NGO Non-Governmental Organisation

EU European Union

CINEA: European Climate, Infrastructure and Environment Executive Agency



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1. INTRODUCTION

1.1 The TANDEMS project

TANDEMS is a 36 month project funded under the EU LIFE framework, which focuses on developing and implementing an open collaboration model between energy communities, citizens and local authorities in order to encourage the development of energy communities as vehicles for energy transition and drivers for positive planning of energy policies.

Energy communities can help citizens and local authorities to invest in renewables and energy efficiency and local governments are uniquely well-placed to support, participate and invest in these projects, and to provide a positive planning and policy environment to help drive community energy. TANDEMS argues that established energy communities, which include citizens in every step, are the right vehicle to ensure a just and accelerated clean energy transition. They are essential in public acceptance of energy transition and are able to offer social, environmental and economic benefits to their communities, such as social cohesion, energy poverty alleviation, resilience, as well as driving investments back to their communities. The project aims to build a replicable method of cooperation, a variety of working models and trainings as well as create a wide supporting framework for community energy through empowering and facilitating citizens to participate in clean energy transition.

TANDEMS combines the idea that citizen involvement requires local motivators with the fact that all EU member states look for new support frameworks that ease the effects of global energy prices and climate challenge. With this in mind, TANDEMS supports the formation of local energy communities, and creates a collaboration between three European regions: the promising regions of Achterhoek (The Netherlands), province of Antwerp (Belgium) and the municipalities of Burgas and Gabrovo (Bulgaria).

Through the setting up and monitoring of pilot projects, TANDEMS will collect good practices, which can be replicated in energy communities within the whole of EU. The project aims to activate 67 community energy projects, support and/or create 23 citizen-led initiatives and trigger renewable energy generation of 10.15 GWh/year.

1.2 The TANDEMS partnership

TANDEMS is a project, but also has symbolic value. A tandem can only move forward when the actors in the driving seats work in unison, constantly adjusting their speed and taking into account each other's differences, strengths and weaknesses and their potential. In order for a tandem to succeed, a partnership needs to be formed, working in rhythm, open for and anticipating change while adapting accordingly. The symbolism reflects not only the collaboration between a local authority, the citizens and energy cooperatives (or starting energy communities) but also reflects the growing necessity between European regions to meaningfully collaborate and learn from each other. In TANDEMS we unite eleven partners from four countries.



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List of participating organizations:

	AUTONOOM PROVINCIEBEDRIJF KAMP C (Kamp C)		BE
	VLAAMSE INSTELLING VOOR TECHNOLOGISCH ONDERZOEK N.V. (VITO)		BE
	DUNEWORCS BV (Duneworks)		NL
	ACHTERHOEKS ENERGIELOKET B.V. (Agem)		NL
	STAD MECHELEN (MECHELEN)		BE
	KLIMAAN (Klimaan)		BE
	ZUIDTRANT (ZuidtrAnt)		BE
	FONDATSIYA TSENTAR ZA ENERGIYNA EFEKTIVNOST - ENEFEKT (EnEffect)		BG
	OBSHTINA BURGAS (BURGAS)		BG
	MUNICIPALITY OF GABROVO (GABROVO)		BG
	OIKOPLUS GMBH (OKP)		AT

1.3 Communication and dissemination plan components and methodology

This Communication and Dissemination strategy aims to:

- support the TANDEMS project in building effective communication with target audiences and stakeholders inside (see part 2. Internal communication) and outside of the consortium (see part 3. External communication),
- and develop a plan to actively use the project results during the specific phases of the project as well as beyond the project's lifetime (see part 4. Project afterlife).

The Communication/Dissemination Strategy will 1) define dissemination and communication (3.1) objectives, key messages for specific target audiences (3.2), tools and channels to ensure project recognition (3.3) and visibility through a unique visual identity (3.4). Key elements of



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the strategy will be elaborated at internal workshops organized online and in person at the project kick-off meeting and during the consortium meeting.

The Dissemination and Communication Strategy will support partners in carrying out their dissemination and communication efforts throughout the project. It shares examples of good practices of dissemination and communication carried out by the partners. Additionally it shares good examples of engagement of stakeholders and implementation of the project carried out by the partners through sharing of online content and embedding partner posts in TANDEMS social media channels. The dissemination and communication strategy also provides guidelines for the visual identity of the project. The strategy will be updated every 12 months after publication.

The Communication and Dissemination Strategy seeks to ensure the widest possible awareness and outreach of the project among policy makers, representatives of advocacy institutions, municipal agencies and the broader public; implementing the communication and dissemination efforts starting from the digital dissemination and communication hub; developing; implementing stakeholder specific actions in all partner countries and at the TANDEMS demonstration sites, including networking with other LIFE projects and sharing with other local and EU regions through self-organized events and participation in established EU events; and finally through creating inspirational guides with practical examples. This Strategy involves:

- Communication: an overall communication strategy, which sets clear communication objectives, identifies target audiences and supports partners with their communication objectives.
- Dissemination: a detailed dissemination strategy, including tools and channels, which ensures the effective transfer and exchange of knowledge and outputs with targeted stakeholders and potential users.

1.4 Legal framework for this Communication and Dissemination Strategy

This Communication and Dissemination Strategy of the TANDEMS project is written under Grant Agreement LIFE21-CET-ENERCOM-TANDEMS with project number 101077514 signed between the TANDEMS project partners under the coordination of Kamp C and the European Climate, Infrastructure and Environment Executive Agency (CINEA) under the powers delegated by the European Commission. Any communication or dissemination activity related to TANDEMS shall use factually accurate information and respect the communication guidelines of the funding agency (CINEA). Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the funding agency.

The grant agreement makes a description of all work packages and their leaders including Work Package 6 “Sustainability, replication and exploitation of project results”, which consists of Task 6.2 ‘Communication – Dissemination Strategy and Hub set-up’. This task includes the deliverable 6.2 “Dissemination and Communication Strategy”, which comprises of the creation of the Dissemination and Communication as well as the setting up of a Dissemination and



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Communication Hub, including a project website and social media channels. Placing D.6.2 within WP6 approves the strong link between strategy and implementation that is also to be discussed within this strategy.

1.5 The role of work package (WP6) within TANDEMS

WP6 "Sustainability, replication and exploitation of project results" focuses on communication and dissemination of the main results from the TANDEMS project. It is dedicated to sustainability, replication and exploitation of project results and hosts all actions related to maximizing the project's impact. WP 6's main objective is to ensure that the project's outputs reaches the broadest range of interested audiences.

TANDEMS takes into consideration that there is a valid worry that CEC and REC models can be commercialized and omit the involvement of the citizen, which is why WP6 is relevant to ensure that the project's achievements of making energy communities the drivers of clean energy through including the citizens in every step, is clearly communicated to the wider public.

Additionally, the work package addresses the enablers and pioneers of TANDEMS giving them insights into the achievements of the project and allowing for the full understanding of the effects of the implementation of energy communities in cities and municipalities.

WP6 also takes the role of the support of other work packages in terms of communication and dissemination.

More specifically WP6:

- Defines dissemination and communication objectives, key messages for target audiences, tools, and channels to ensure project recognition and visibility through a unique visual identity.
- Communicates and disseminates the TANDEMS activities and results to target audiences, the media and general public.
- Enables knowledge exchange between TANDEMS Consortium and target audiences on EU and national levels.
- Develops an After-LIFE exploitation Plan (D.6.1), which will include an overview on relevant stakeholders and an outline for all measurable exploitation achieved in accordance with OpenScience/ FAIR standards
- Develops a Communication/Dissemination Strategy (D.6.2) that ensures the widest possible awareness and outreach of the project among policy makers, representatives of advocacy institutions and municipal agencies and the broader public.
- Implements the communication and dissemination efforts starting from the digital dissemination and communication hub, develop and implement stakeholder specific actions in all partner countries and at the TANDEMS demonstration sites (in cooperation with WP 4 & 5), including networking with other LIFE projects.
- Supports partners in carrying out their dissemination and communication efforts throughout the project.



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2. Internal Communication

Communication and dissemination activity addresses simultaneously internal and external stakeholders. Communication within the internal consortium, which includes regular knowledge exchanges between project partners, is important for the efficient organization and management of the project. An efficient internal communication structure supports external dissemination therefore a systematic circulation of ideas within the consortium through emails or online meetings is required.

Project partners are encouraged to integrate the dissemination material intended for TANDEMS in their own communication channels and approach OIKOPLUS when in need for the preparation of dissemination materials such as infographics, leaflets, posters, graphics or other. Partners also provide regular updates about their internal or external project related activity and are required to continue to do so (especially when reaching project milestones or obtaining results) in order to coordinate project dissemination opportunities and include important partner work on the projects social media outlets.

The exchange of information and knowledge between partners is and will be done through regular online meetings, email and a shared online cloud space on MS Sharepoint, where partners can upload and share important documents and visual material. All TANDEMS partners have access to the project Sharepoint drive, which allows partners to ease work flows, provide insights into each other's work, and create understanding and transparency within the consortium.

3. External Communication

3.1 The Communication and Dissemination Hub

By digital communication and dissemination hub we mean a centralised structure that bundles and streamlines all external communications by the consortium. This does not necessarily mean that only one body speaks for TANDEMS, but it does mean that TANDEMS speaks with a unified voice and that all members of the partnership have the same access to tools, methods and resources for external communication. The Hub as a concept includes the project website as well as the social media channels, but also the digital building blocks of our communication such as photos, text modules, logos, visualizations, etc. Figuratively speaking: The individual contact points for stakeholders and external target audiences with the TANDEMS project, are the spokes at the center of which is the hub.

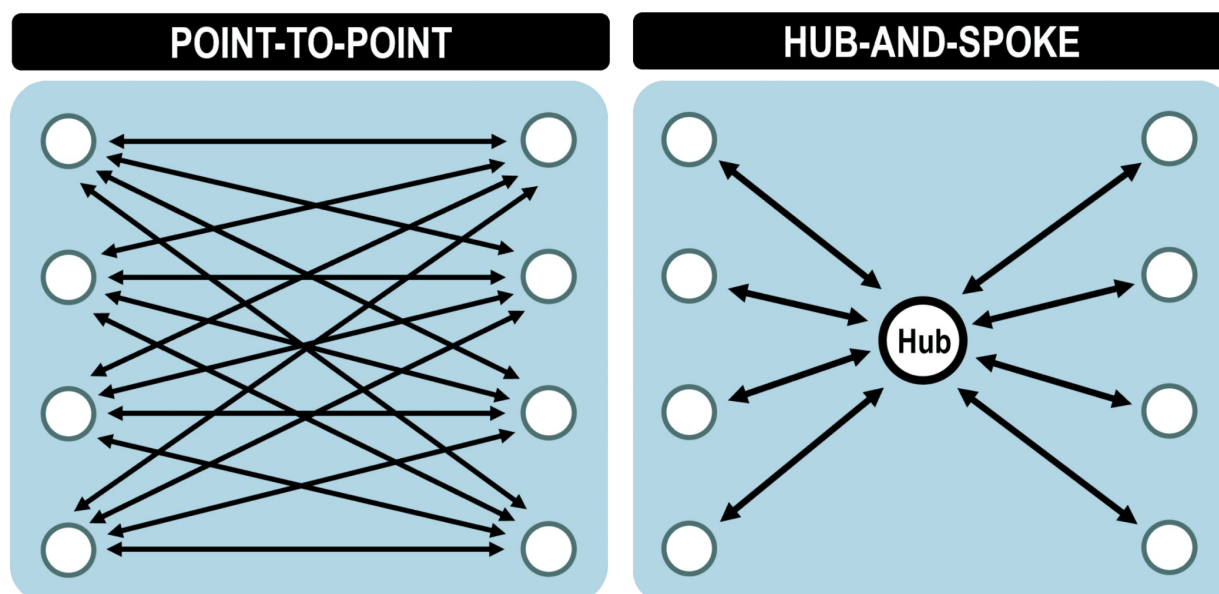
By introducing the concept of the hub we seek to make TANDEMS' external communication recognizable and uniform. In this way, we want to avoid chaotic and diverse communication in which it remains unclear to the individual recipients who the sender is and what the communication is all about. Therefore, the hub also includes an ordered target group definition as well as a set of concrete key messages (see 3.3).



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3.2 Dissemination and Communication Objectives

The objectives of the Dissemination and Communication is to maximise the project's impact. More specifically to:

- Provide platforms for effective communication
- Engage most relevant stakeholders to ensure the project's most efficient implementation
- Ensure the widest possible awareness and outreach of the project among policy makers, representatives of advocacy institutions and municipal agencies and the broader public
- Inform about the main activities of the project work through appropriate channels such as social media, leaflets, brochures, posters or blog entries
- Support partners with their dissemination and communication activity
- Create consistency between local, national and international communication through identification
- Ensure project recognition through a unique visual identity
- Elaboration of dissemination and communication materials for selected events at the demonstration site, as well as the implementation of communication and dissemination events and participation at fairs and conferences organised by third parties

3.3 Stakeholders and Target Groups

The outreach activities of TANDEMS will affect various stakeholders and help prepare the necessary steps to ensure the effective uptake of results; it determines the project's key communication outlets, tools, dissemination activities, messaging and key performance indicators (KPI's) for communicating effectively with respective stakeholders.

The foundation of this Dissemination and Communication Strategy is a stakeholder mapping and analysis to ensure that the project's objectives and results do not miss the relevant target



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audiences. It has been prepared by Oikoplus and deepened in an communications workshop with all partners at the Mechelen first Consortium meeting in early December 2022.

To ensure effective communication and dissemination activities, it is crucial to consider the level of influence that stakeholders have and to focus the attention on reaching those stakeholders with highest multiplying potential. The communication and dissemination plan measures envisaged are structured to reflect the different roles that various stakeholders will play in the project. A variety of stakeholders and target audiences for all TANDEMS communication measures have been identified during the workshop in Mechelen.

These stakeholders afterwards have been processed by OIKOPLUS and could be grouped into three categories: (a) Enablers; (b) Pioneers; and (c) Enhancers:

Enablers

The TANDEMS project aims to boost energy transition by supporting the setting up of energy cooperatives, creating green energy knowledge exchange opportunities and creating as well as testing pilot projects, prototypes and new approaches. In order for this to take place, especially on a local, country or region defined level, the project must get recognition as well as support of entities, which are able to make this possible on an authoritative, financial, legal and decision making level. From this perspective, the enabling stakeholders for the TANDEMS project include energy consultants, municipalities, within that local administrators, municipality associations (advocates) and policymakers, local government officials, legislative institutions and EU bodies.

The aim of WP 6 is to create a regular information channel with these enablers, which would give insights into the project and form a strong and reliable relationship with the stakeholders in order to encourage them to support the TANDEMS project in terms of overcoming of barriers and opening up opportunity pathways.

Pioneers

The group of pioneers is formed by end users and market actors involved in the creation of EC's and speeding up energy transition. More specifically, in the TANDEMS project the leading stakeholders are energy cooperatives, social housing companies, solar panel manufacturers, wind turbine manufacturers, energy agencies and energy distribution operators, community houses, SME's, starting citizens' energy and/or climate initiatives and individual citizens of a chosen region.

Due to the fact that some stakeholders belonging to this group are in the TANDEMS project positioned locally, the internal communication between partners and the exchange of dissemination material needs will play an integral role. Local partners are expected to have regular exchanges with WP6 in order to create dissemination material, which is best suited for these stakeholders and deliver transparent, clear, understandable and engaging information.



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Enhancers

Enhancers refers to actors, who are important for the amplification of the projects key messages and bring higher visibility to the project and its outcomes. Enhancers are stakeholders who see the benefits of the project and are motivated to disseminate it further, widening the range of the projects outreach. The role of the multipliers in TANDEMS is to create awareness of the topics of energy transition and proliferate the ongoing achievements of the project. In this context the multipliers are citizens, local journalists, civil society organizations and energy education and training institutions.

Target groups and key messages

Target Group	Message
Enablers: municipalities, administrators, policymakers, local government officials, legislative institutions, EU bodies	<p>Only democratic participation of citizens will allow the energy transition to take place.</p> <p>Collaboration on local level is the key to low cost energy for all.</p> <p>Pilot projects allow for the creation of reliable and replicable business and environmental models.</p> <p>A fair energy transition process will only work if local municipalities collaborate and work together with citizens' initiatives, energy cooperations / communities.</p> <p>Through cooperation between TANDEMS and legislative bodies, identification of barriers and finding of solutions becomes a smoothly organized and coordinated process for energy transition.</p>
Pioneers: energy cooperatives, social housing companies, community houses, solar panel and wind turbine manufacturers, individual citizens, SME's	<p>TANDEMS connects citizens' EC's with local municipalities.</p> <p>Energy communities help alleviate social, environmental and economic hardships.</p> <p>EC's allow citizens to take control in energy transition.</p> <p>The Energy system can be hacked through EC's.</p> <p>TANDEMS helps develop new business</p>



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	<p>models.</p> <p>TANDEMS allows for the upscaling of the concept of EC's throughout Europe.</p> <p>TANDEMS eases the process of creation of EC's.</p> <p>Everyone can and should participate in energy transition and market.</p> <p>Collaboration and participation are the key elements of a just energy transition.</p> <p>Participation in energy transition is not an overwhelming process and can be achieved in many ways.</p> <p>A just energy transition involves citizens from vulnerable backgrounds, leaving no one behind.</p>
Enhancers: citizens, local journalists, civil society organizations, energy education and training institutions	<p>TANDEMS creates a pathway for communication between citizens and energy communities.</p> <p>TANDEMS connects local actors and stakeholders.</p> <p>Networks of stakeholders are very important in the creation of EC's.</p> <p>Cooperation between stakeholders is key in energy transition.</p> <p>Citizens should feel empowered to take energy transition process into their own hands.</p> <p>TANDEMS supports citizens in energy transition processes.</p> <p>TANDEMS enables communities to set up EC's.</p> <p>Widespread awareness is essential for a successful energy transition.</p> <p>TANDEMS creates energy communities.</p> <p>EC's are drivers to a fossil free society.</p>

3.4 Tools and channels



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The communication and dissemination tools, which are and will be used in TANDEMS are aimed at reaching stakeholders, who are essential actors in creating opportunities for developing the project aims, leading its activities, and amplifying its key messages as well as raising awareness. That is why the communication and dissemination tools are tailored to each target group in order to ensure the most effective promotion of TANDEMS and improve the agency of citizen-led initiatives supporting a sustainability-oriented energy transition.

Apart from setting up a website and social media channels, there are further tools for communication and dissemination to be applied in TANDEMS. The following list provides an overview on selected tools and KPIs in relation to Target Groups:

- Project website
- Social Media Channels and Campaigns
- Quarterly Newsletter
- Events and Conferences
- Video Material
- Press days & Press releases
- Roadshow
- Final Conference incl. a Policy Forum

3.4.1 TANDEMS website

The TANDEMS website is a major dissemination tool directed to be accessible to all stakeholders at any time. It will present the project's work plan, results and expected impact. The creation of a project website is also written under Deliverable 6.3 'Development of a dedicated project website and pages on the beneficiaries' websites', which is the part of WP6.

The project website consists of:

- Summary of the project, its most important aims, objectives and deliverables as well as work packages.
- Short introduction to the regions involved in the TANDEMS project in relation to the TANDEMS project objectives.
- Short introduction to all partners involved in the TANDEMS project.
- Additional resources produced under the Communication and Dissemination strategy such as blog entries or quarterly newsletter.
- Additional resources produced by partners, which aim to aid the target audiences to gather knowledge about the objectives and context of the TANDEMS project. Prominent topics include: legislation, context of Energy Communities within the EU, process of creation of Energy Communities and the process of energy transition.
- News, upcoming events and regular updates on the project's progress.
- Links to relevant social media of the TANDEMS project and its partners.
- A tool to contact the TANDEMS project.



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The TANDEMS Website Link: www.lifeTANDEMS.eu

3.4.2 Social Media

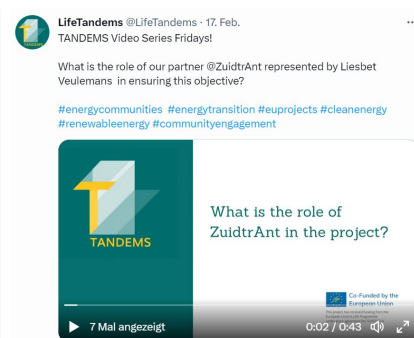
The TANDEMS project will utilize two main social media platforms (LinkedIn and Twitter). Additionally, it will make use of the consortium's social media presence. Although OIKOPLUS and KampC will manage the social media presence, all partners are continuously invited to engage with the social media posts produced by the TANDEMS project by contributing their own content, related to the TANDEMS project, or sharing existing posts on their own social media channels.

The use of social media contributes greatly to the effectiveness of dissemination strategies due to the widespread popularity of these channels among the target audiences. It enables stronger outreach of the project outputs among general public, decision makers, municipalities, energy companies, and the scientific community.

Hashtags used:

- #energycommunities #energycooperatives
- #lifeTANDEMS
- #energytransition
- #cleanenergy

In order to ensure a regular outreach through social media as well as clarity and transparency of various themes related to the project, TANDEMS will introduce a regularly updated content series covering the topics of partner profiles, terminology clarification, energy transition advice, guidance and support, facts related to global and local energetic situation, weekly updates and pilot project introduction. Some examples from Twitter and LinkedIn are included below:



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LinkedIn



The LinkedIn page will mainly be used to create an active network of stakeholders within and outside of the consortium. It will be used to promote the ongoing outputs of the project, events, news and activities organised by the TANDEMS partners. TANDEMS LinkedIn page: <https://www.linkedin.com/in/life-TANDEMS/>

Twitter



The Twitter page will be used to disseminate news related to the project, creating awareness on topics relevant to the TANDEMS project, linking to events as well as other sources. It will enable an enhanced promotion of the projects impacts and will allow the consortium members to engage with multiple target audiences simultaneously. The TANDEMS Twitter page: <https://twitter.com/LifeTANDEMS>



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3.4.3 Project Newsletter

The TANDEMS newsletter will be published every three months from the sixth month of the project onwards. It will be available in a digital form. The newsletter will contain projects outputs and reached aims. It will be distributed through the mailing list with stakeholder organisations and individuals. It will also be possible to sign-up for the newsletter through the TANDEMS website.

The content of the newsletter will comprise of:

- Ongoing activities taken up by the project partners.
- Interviews with stakeholders relevant to the TANDEMS project.
- Educational and informative material on the context of the TANDEMS project.
- Reports on the milestones achieved by each member country or any pilot project.
- Links to website and social media channels.

3.4.4 Events and Conferences

TANDEMS events and conferences, targeting the internal partners as well as external stakeholders such as NGO's, CSO's and the general public aim to ensure a meaningful collaboration and exchange of ideas and best practices throughout the partnership. WP6 supports this communication and dissemination tool through providing on demand workshops to enhance partner's dissemination and elaborate on tailor-made key messages for national audiences, creating relevant content, briefing relevant stakeholders and public media as well as preparing dissemination material in the form of roll-ups, leaflets, posters and presentations.

This task also comprises of the physical as well as digital presence at fairs and conferences organised by third parties such as EUSEW, HIER opgewekt yearly event and the Sustainable Places Conference.

3.4.5 Videos

TANDEMS video material will be produced in order to document and monitor the ongoing work of the TANDEMS partnership, raise awareness of the milestones reached by the project, increase understanding of TANDEMS project and the insights of partners involved as well as transmit new business and collaboration models to widespread audiences. The videos will also support WP 4 in presenting in a clear manner the efforts made to strengthen citizen initiatives, develop multi and transdisciplinary collaboration as well as implementation of participatory community energy in pilot regions. The WP 6 aims to transmit three different TANDEMS partnership models and three relevant fields for a sustainability oriented energy transition. The videos will be presented in English with subtitles in all partner languages.

3.4.6 Press days & Press releases

Press material will be organised in a form of official statements for the purpose of providing information towards the broader public. The project aims to release 6 press releases on the project status (2 per TANDEMS country) and 2 sponsored content placements in relevant magazines.



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3.4.7 Roadshow

TANDEMS roadshow will be organised in the form of 15 official presentation meetings in municipalities not involved in the project. The roadshow should take the format of gatherings with an event-like character, during which citizens, but primarily decision makers, can inform themselves about energy saving initiatives in their and neighbouring cities. The roadshow will be organised in a form of an exhibition and the developed materials shall also be available for exhibition at dedicated development and transition days run by municipalities and regional agencies.

The materials developed for the roadshow will consist of an indepth analysis of the TANDEMS pilot regions including the social and economic environments, legal frameworks, the constellation of actors and networks involved and their roles within the pilots as well as a reflection on the replicable elements of the pilot projects and the barriers for setting up energy communities within the defined regions. The material will be presented in a visual form through the use of posters, infographics, graphics, videos (including structured interviews with various actors from the pilot regions), photographs and other.

The aim of the roadshow is to engage local stakeholders in a structured dialogue on the topic of energy communities and develop informed, realistic and feasible policy recommendations for the development of energy communities. The roadshow will strongly support activities related to promoting stakeholders engagement in community projects by strengthening the understanding of the national and local energy contexts.

3.4.8 Final Conference including a Policy Forum

One of the most important events within TANDEMS is the final conference (September 2025 in Brussels), which includes a policy forum and invites professional audiences such as stakeholders from the enablers and pioneers subgroups. It is a well-established way of sharing and discussing the project results with relevant stakeholders and allows for the creation of an After-Life plan for TANDEMS. The conference requires the preparation of digital and physical material in a form of posters, leaflets, reports, powerpoint presentation, videos etc or any other dissemination material needed by any of the project partners.

3.4.9 Sister Projects

Through mutual help and networking as well as collaboration and joint dissemination with other local or EU funded projects, which focus on a similar parent theme, the outreach of TANDEMS project will be increased.

Relevant projects and connections are:

- ReScoop EU
- COME-RES
- Lightness Project- Engaging communities in the future of energy
- Sonnet Energy
- Energy Measures



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- H2CoopStorage
- VEKA (Flemish Energy and Climate Agency)
- LIFELoop
- LIFEComanage

3.5 Project visual identity

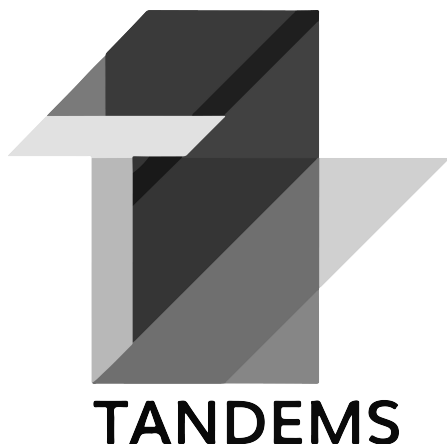
TANDEMS aims to facilitate collaboration between cities/regions and energy cooperatives as a method to speed up the clean energy transition. It focuses on empowering citizens to get involved and plans to achieve that through knowledge exchange, development of open collaboration models as well as the creation and testing of pilot processes, prototypes, and approaches.

This aim called for the development of a common visual identity, which highlights and accurately represents the complexity, diversity and importance of the project, but also can be used by consortium partners in their local as well as international communication, and dissemination activities.

The TANDEMS visual identity consists of a collection of various elements including a logo, colour scheme, typeface, and iconography, which help the project become more recognizable and memorable for various audiences. If used consistently, the visual language effectively and rapidly conveys the purpose and the character of a project, making it more approachable and clear. The visual identity can be used for external and internal communication as well as online and offline dissemination activities.

Logo

To ensure recognizability and consistency throughout all communication and dissemination activities, WP6 has developed a logo, which will be the main point of identification. The logo developed for TANDEMS is a simple, yet professional and approachable design, which represents the technological innovation of the project as well as its main focus, which is the open collaboration between countries and stakeholders.



The TANDEMS logo is based on the combination of four geometrical shapes representing the collaboration between Bulgaria, Belgium, Austria and the Netherlands within the TANDEMS project. Within the part where all four shapes overlap a letter T is inscribed in a different colour in order to represent the first letter of the name of the project. Underneath the full name is shown. The logo represents collaboration, innovation, but also dynamism and future oriented thinking, which are the aims of the TANDEMS project.



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Colour Scheme

The TANDEMS project uses two distinct colours of yellow(#ffc720) and green(#006e6f) in order to create a unified aesthetic that works well together and makes the visual identity elements stand out in promotional material. Additional to two main colours, the project's website and printed or digital dissemination material will include complimentary, less vivid colours which act as accent shades.

Logo with colour variations:



EU Logo

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities, and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate). This is a commitment to carry out communication actions and maximize their impact while ensuring the transparency and visibility of the European Union's funding activities. Two Disclaimers come with the EU flag.

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The disclaimers will be used by TANDEMS communication materials and on the project website. The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos. Full Visual Identity Guideline can be found under: ANNEX 1: PROJECT LOGO AND VISIBILITY GUIDELINES.



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4. Monitoring and Reporting System

OIKOPLUS is responsible for the reporting and monitoring of all communication and dissemination activities done within the context of TANDEMS by all partners. This is to ensure that activities are recorded in a complete and comprehensible way as well as are done in a unified quality among all partners. Details regarding the results from the reporting and monitoring activity will be shared with partners during online internal meetings.

Monitoring will additionally measure the impact of the dissemination and communication strategy in part using monitoring tools. The KPI's listed below define the impact expected to be achieved with individual dissemination channels and tools and allow for necessary corrections and adjustments to maximize impact and visibility.

Channel/Tool	KPI	Target Audience
Logo and Presentation	1 project logo, 3 key claims for project communication	All target groups
Project website	20,000 singular visits during the project period; 15 backlinks to website content on channels not owned by partners	All target groups
Social Media Campaigns	8 SocialMedia campaigns of which three are dedicated to the respective TANDEMS partnerships.	CSOs/NGOs, experts, policy-makers, public
Events and Conferences	Participation in two cross-European events promoting TANDEMS results.	CSOs/NGOs, experts, policy-makers, public
Videos	3 videos in English and with subtitles in all partner languages; 3000 views in total	All target groups
Press days & Press releases	6 press releases on the project status (2 per TANDEMS country) and 2 sponsored content placements in relevant magazines.	Broader Public
Roadshow	15 presentation meetings of TANDEM partnership models in municipalities not involved in the project	policy-makers, CSOs/NGOs, experts



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Final Conference incl. a Policy Forum	80 participants (of which 30% already involved at an earlier stage of the project)	policy-makers, CSOs/NGOs, experts
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In regard to the reporting activities, each partner will be biweekly reminded to quarterly fill in communication and dissemination reporting sheet (Annex2), with information about their dissemination and communication activities within the TANDEMS context including online and physical meetings, workshops, events etc accompanied by links, scans, photographs, videos and any additional material. Overall reporting and reviewing of action will be presented by OIKOPLUS during the communication and dissemination strategy update.

OIKOPLUS, in cooperation with the consortium, will keep record of the communication and dissemination activities described in this Communication and Dissemination Strategy. The documentation will be digitally stored on internal Sharepoint platform and archived to be available also after the end of the project, for project reviews in case of audit.

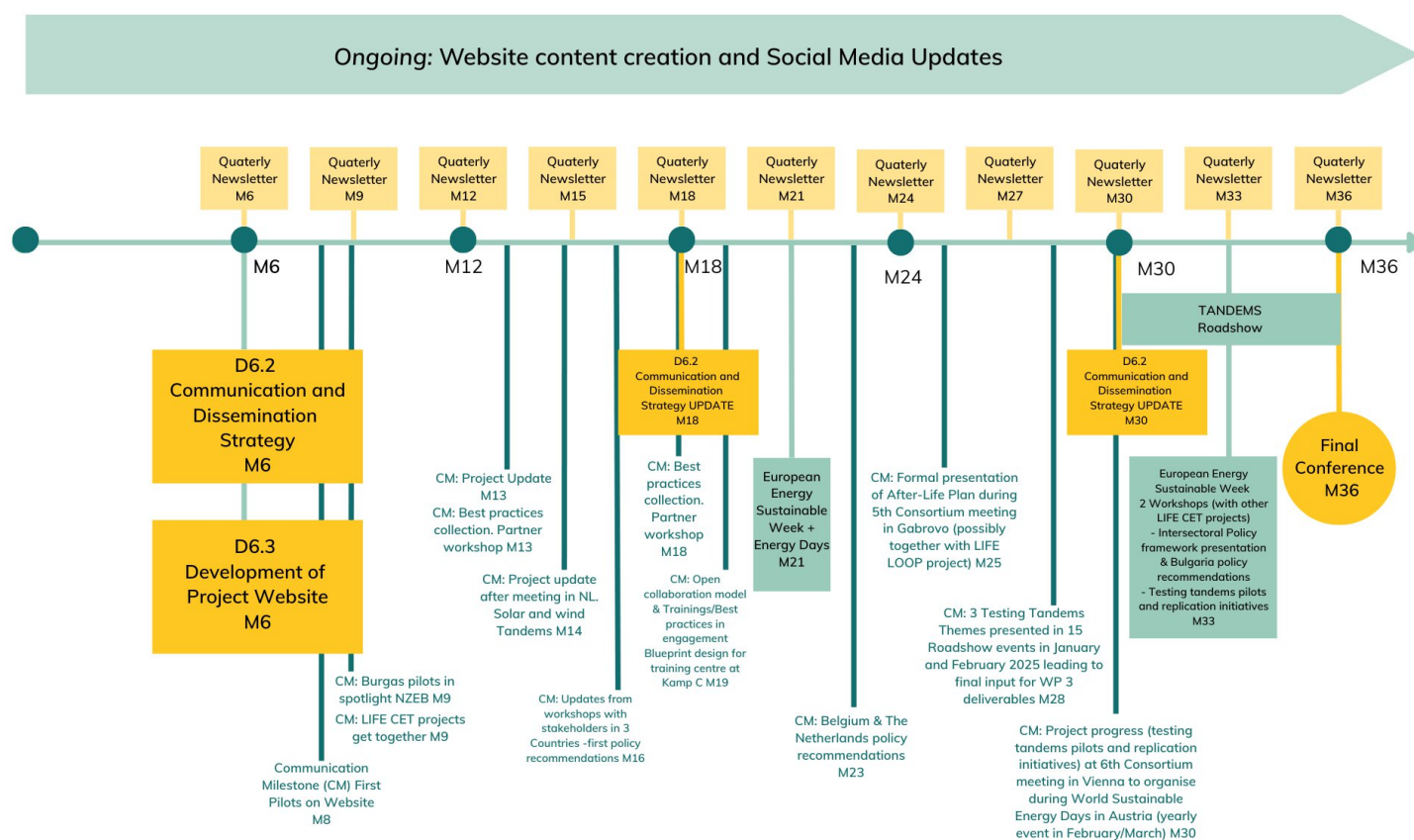


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5. The Schedule



Promotion and awareness raising about the TANDEM project deliverables

Within the first year of the project WP6 expects to create a solid ground to make the project recognisable and to furthermore build on in the second 18 months of the project timeline. This includes the formation of:

- A strong and unique visual identity including the logo, font, icon set, graphics database and colour scheme.
- Setting up of social media channels, which will communicate key messages to audiences and stakeholders. This includes creating a crossover between the TANDEM project and the partners' individual social media channels as well as external partners social media channels.
- Building of a responsive and easily accessible Project Website, which provides information about objectives and work plan, upcoming events, published papers, awareness raising materials as well as a blog section.
- Supporting partners with dissemination material including the creation of project posters, flyers, brochures, presentation and letter templates and other.
- Supporting partners with on demand workshops through the creation of workshop content and visual material.



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- Reaching out to and communicating with sister projects and other projects funded by the EU LifeProgramme.

Targeted presentation and dissemination of the completed deliverables

Completed deliverables represent important milestones of the project and therefore their dissemination will contribute to the creation of a comprehensible body of knowledge about the TANDEMS project and its objectives.

In order for partners to exchange information about completing their respective deliverables, internal online meetings will be organised during which WP6 will gather relevant dissemination material. Additionally partners will have a chance to express their needs in terms of any materials that WP6 should prepare for them to enhance their dissemination activities about TANDEMS project.

Completed deliverables will be communicated externally with stakeholders and audiences through:

- A quarterly newsletter, which provides important insights into the achieved milestones through introducing deliverables, partners, providing regular updates and summarizing passed events and achievements.
- Regular social media posts and project website posts, which include summaries of completed deliverables accompanied by visual material unique to the project identity.
- Preparation of press release as a way to inform international audiences.

Promotion of events and innovation services

The aim of the TANDEMS project is to encourage citizens to get involved with Energy Communities and to promote the work and importance of energy communities in local environments. Additionally pilot projects, and test sites will be set up in local communities in order to develop a blueprint for business models, collaboration models, legal framework and local policies, which enable and encourage the creation and running of energy communities.

The support of the events and promotional activities organised by partners is challenging due to the fact that any events will be organised on a national, regional or local level. It is therefore essential that the internal communication channels are especially used for the sufficient exchange of information.

The WP6 plans to:

- Create a regular exchange pathways with partners during which partners provide information and links to ongoing and completed events.
- Populating social media and project website with information about ongoing events, links to events website and relevant dissemination material such as photos or videos.
- Supporting partners with collecting feedback from participants and creating relevant event reports.



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- Supporting partners with the creation of communication material to be used before, during or after planned events.

6. ANNEX 1: PROJECT LOGO AND VISIBILITY GUIDELINES

Logo: <https://oikoplus.faircloud.eu/s/PX2EcopBzbwm6z2>

Guidelines: <https://oikoplus.faircloud.eu/s/DzqnYx646QYJyoM>

7. ANNEX 2: C&D REPORTING SHEET

Tandem Internal reporting Sheet: <https://oikoplus.faircloud.eu/s/EjZ32kXg9skWYAf>

(Please note: Annex 2 shows latest version of the report as of 02.02.2023)



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