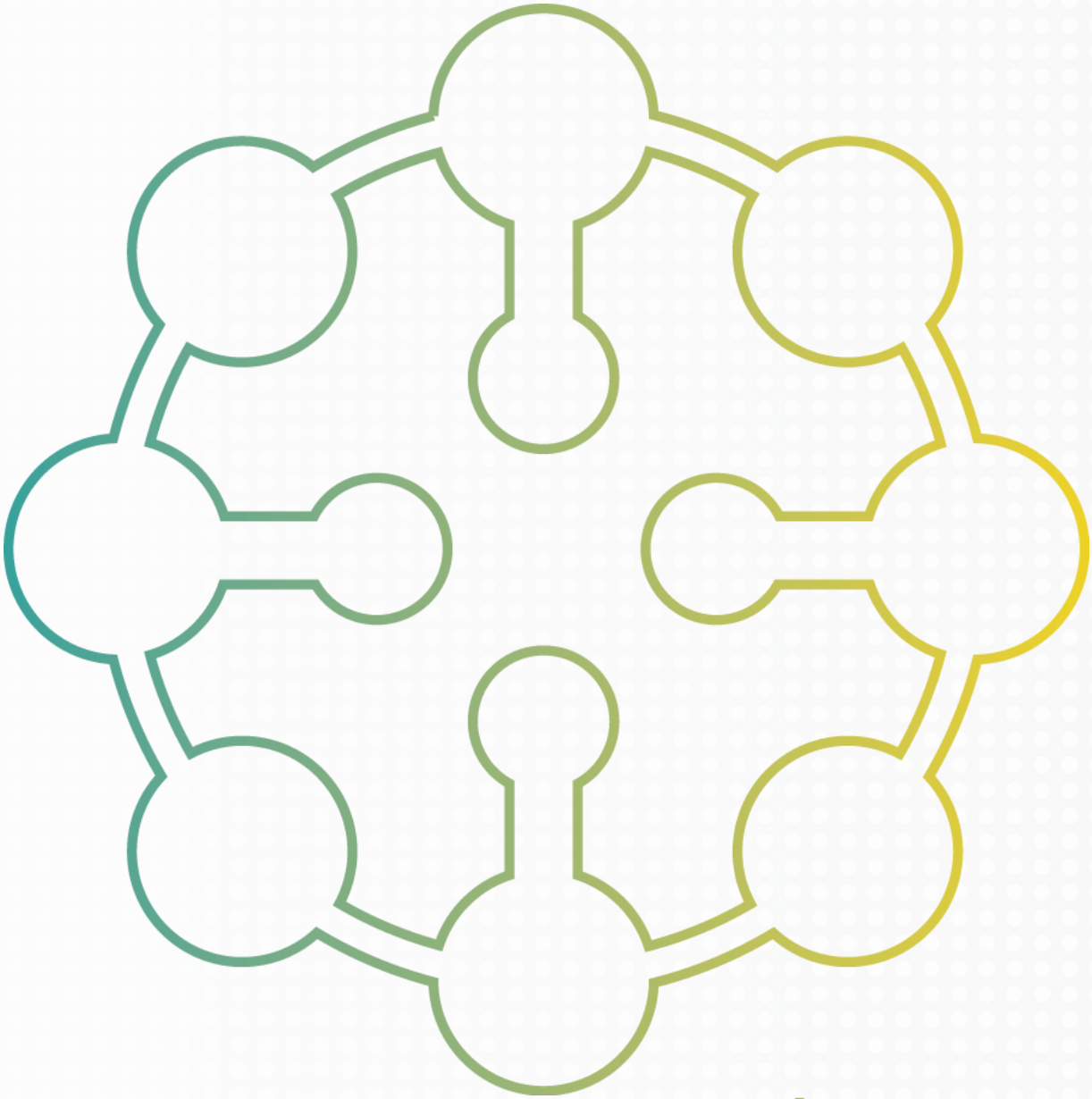

PROSPECT+

Communication Toolkit

January 2022

Leader Organization: UPRC

Authors: Danai Sofia Exintaveloni (UPRC), Alexandros Flamos (UPRC)

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PROSPECT+	Project & Deliverable Profile
Project Acronym and Full Name:	PROSPECT+ Capacity building for cities and regions - from learning to action!
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Internal Reviewers:	Marine Faber Perrio (IEECP)

Preface

PROSPECT+, building on the previous H2020 project PROSPECT, will enable capacity building in regional and local authorities in order to finance and implement effective and efficient sustainable energy plans, including their proper monitoring and verification and also ensuring that such plans are using synergies from other local plans. The learning programme will advance through 5 learning modules covering public buildings, private buildings, public lighting, transport, and cross-sectoral topics. PROSPECT+ will focus on improving decision-making of cities in project selection for financing and assessment to ensure that their projects are finance ready. The ambition is to ensure that over 200 EU cities in at least 20 EU MS will improve their capacities when it comes to implementing projects from sustainable energy and climate plans (SECAPs) and similar sustainable plans.

WHO WE ARE

	Participant Name	Short Name	Country	Logo
1	Institute for European Energy and Climate Policy Stichting	IEECP	NL	
2	European Federation of Agencies and Regions for Energy and the Environment	FEDARENE	BE	
3	EUROCITIES ASBL	EUROCITIES	BE	
4	Energy Cities/Energie-cites Association	ENC	FR	
5	University of Piraeus Research Center	UPRC	GR	
6	OÖ Energiesparverband	ESV	AT	
7	Energy agency of Podravje – Institution for sustainable energy use	ENERGAP	SI	
8	Tipperary Energy Agency	TEA	IE	
9	Ayuntamiento de Valladolid	INNOLID	ES	
10	Association of Energy Managers of Towns and Regions of the Czech Republic	SEMMO	CZ	
11	Adelphi research gemeinnützige GmbH	adelphi	DE	

Executive Summary

This deliverable presents the PROSPECT+ Communication Toolkit. The Communication Toolkit serves as a collection of materials (e.g., logo, templates, postcards, etc.) developed to establish the project's identity and to raise awareness about the scope and activities of the project. It will facilitate the promotion of the project to the target groups including the general public. The developed materials will be used by the partners to disseminate the key messages and actions of the project, especially during the engagement campaigns to attract both mentors and mentees. All PROSPECT+ dissemination material is developed with consistency, using the project's identity to enhance the "brand recognition".

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1 Introduction

PROSPECT+ is a highly participatory project aiming at fostering collaborations and building partnerships among regional and local authorities and their associations in order to enhance the exchange of knowledge on developing finance for sustainable energy. In this respect, the development of communication material that will facilitate raising awareness about the project is of high importance.

The scope of the Communication Toolkit is to provide an overview of all the material that has been or will be produced and serve as the basis for the promotion of the project to the target groups and the general public. The developed material can be used by the partners to disseminate the key messages of the project and especially during the engagement campaigns to attract both mentors and mentees. All PROSPECT+ dissemination material ensures consistency, using the project identity in order to enhance the “brand recognition”.

This report is structured as follows: in section 2, all the communication tools/ material that have or will be produced for the dissemination purposes of the PROSPECT+ are described and presented visually. In section 3, the structure of the website and its main elements are presented, while social media are briefly introduced.

2 PROSPECT+ Communication Material

This section presents the promotional and informational material which is fundamental for the project communication and dissemination. One of the main goals, on top of increasing awareness about the project and presenting its results to our audiences, is to attract key stakeholders and successfully engage interested parties in the project activities including the capacity-building programme, the community of practice and the replication activities. In the following sections, we describe the materials that will be used in PROSPECT+ and which will be available on the official PROSPECT+ website[1] for interested stakeholders and the general public.

2.1 PROSPECT+ Logo

The creation of the PROSPECT+ Logo is an activity of high importance as it is the main feature that builds a consistent identity and supports "brand recognition". The PROSPECT+ logo will be included in all the materials produced for the project (website, social media, reports, leaflet, etc.). Three alternative logos were created, and the official logo was decided through an online voting procedure (Doodle) which was sent to the whole consortium after the kick-off meeting of the project.

The Logo is based on the previous PROSPECT logo where slight adjustments were made in order to conserve the recognizability of the project already built in the previous years. It serves as a link among the two projects, while it also depicts the step-up of the renewed programme.

Figure 1: PROSPECT+ Official Logo

The alternative logos that were produced are presented in Appendix A.

[1] https://h2020prospect.eu/

2.2 Icons of the 5 Thematic Learning Modules

The five thematic areas or thematic learning modules of PROSPECT+ will remain the same as in the previous PROSPECT project. The thematic areas are:

- Public Buildings,
- Private Buildings,
- Transport,
- Lightning,
- Cross-Sectoral.

Thus, the icons of the 5 thematic areas, that were designed during PROSPECT, will also be used in this project. The aim is to provide a brief and targeted understanding of the content of the learning modules.

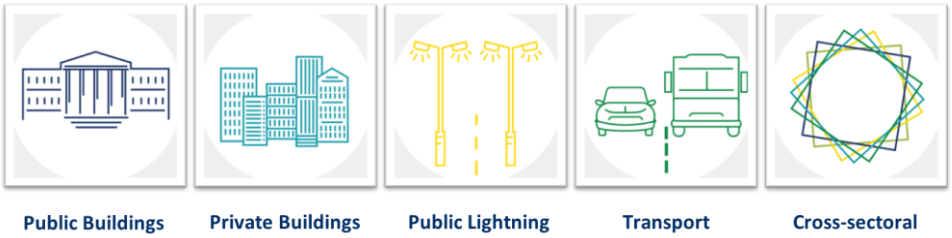

Figure 2: Icons of the 5 Thematic Modules

2.3 PROSPECT+ Templates

The PROSPECT+ templates have been created in order to be used for documents developed within the project activities. The templates were produced in accordance with the project identity while applying the same format and style aims at keeping uniformity, preserving consistency and establishing the full PROSPECT+ identity. Furthermore, having various templates ready is more convenient for authors and other document creators, and ensures that an easily recognizable outcome is presented to the public.

Templates were developed for deliverables/reports, presentations and meeting agendas. The template for the deliverables/reports includes the main “administrative” information about the project (the acronym, the grant agreement no., project coordinator, etc.), the PROSPECT+ consortium and a generic project introduction. Additional templates will be created if the need emerges during the project’s duration.

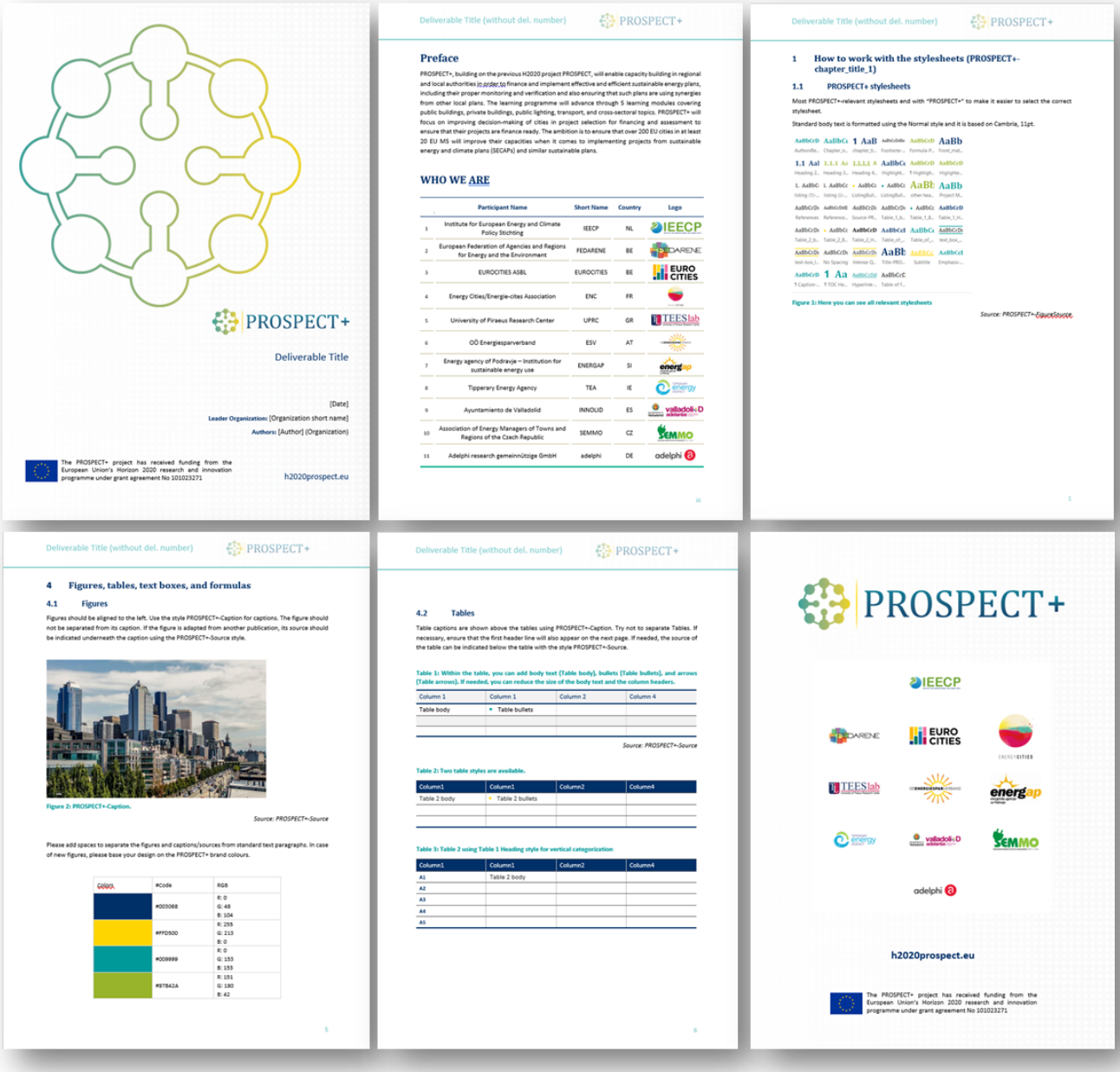

Figure 3: PROSPECT+ Deliverable Templates

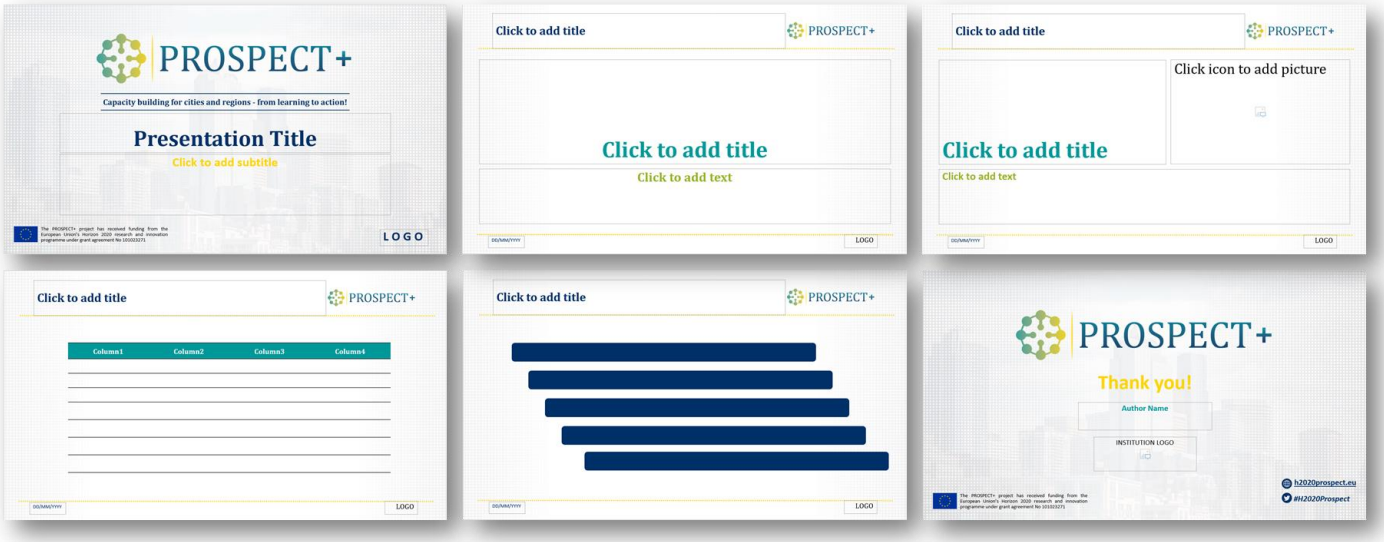

Figure 4: PROSPECT+ Presentation Templates

Figure 5: PROSPECT+ Agenda Template

2.4 PROSPECT+ Introductory Presentation

A general introductory presentation is prepared to explain the project's objectives, concept, target audience, methodology and expected outcomes. The project's standard presentation also showcases key questions and provides the main information about the capacity-building programme and its structure. The presentation is available to all partners in order to use it when presenting the project and make modifications based on the event and the audience to which the project will be presented. During the project, the content of the presentation will be updated and enhanced when deemed necessary, to follow the progress and the recent developments of the project.

Figure 6: PROSPECT+ Introductory Presentation

2.5 PROSPECT+ Leaflet

The leaflet is a brief presentation aiming to provide the key information about PROSPECT+. The PROSPECT+ leaflet was developed in accordance with the visual identity of the project. It provides general information about the project and the capacity-building programme, including objectives, capacity-building programme steps and methods, targeted participants and the PROSPECT+ consortium.

The Leaflet was produced in English and will be translated into several partners' languages during the project. It will be available electronically and in hard copy when needed. The printing of Communication and Dissemination materials will be limited during the project for environmental protection purposes.

Figure 7: PROSPECT+ Leaflet

2.6 PROSPECT+ Poster/Roll up

A Poster will be produced to support and enhance the visibility of PROSPECT+. It will be used as promotional material at events organized by the partners or hosted by relevant stakeholders where PROSPECT+ partners participate.

2.7 PROSPECT+ Postcards

A set of Postcards has been produced to support the engagement campaign of participants to the Capacity-Building Programme (WP2). The engagement campaign follows a two-step approach targeting cities and regions willing to join the programme both as mentors and mentees. The postcards will be used to promote key messages of the engagement campaign in order to attract potential stakeholders to join the CBP. Additional postcards will be produced according to the project's needs.

Figure 8: PROSPECT+ Postcards

2.8 PROSPECT+ GIFs

GIFs will be developed during the project as an innovative and interactive communication tool to enhance the visibility of the project and capacity-building programme. The first set of GIFs aims to promote the mentors' expertise and learning offer to potential applicants. They will be used in the engagement campaigns in order to promote mentors' profiles and complement the additional material presented on the website, an example is presented in figure 9 while additional gifs that have been already developed are presented in Appendix B. The second set of GIFs will be developed by Month 30 and will aim to provide useful insights about the mentees progress and achievements and testimonies from local politicians.

Figure 9: PROSPECT+ mentor gif example

2.9 PROSPECT+ Infographics

The first PROSPECT+ Infographic is produced to provide insights into how the participants can benefit from joining the CBP. The aim is to attract new participants and to showcase what can be achieved by the mentees and mentors. Additional infographics will be produced during the project, to promote key messages and achievements of the project.

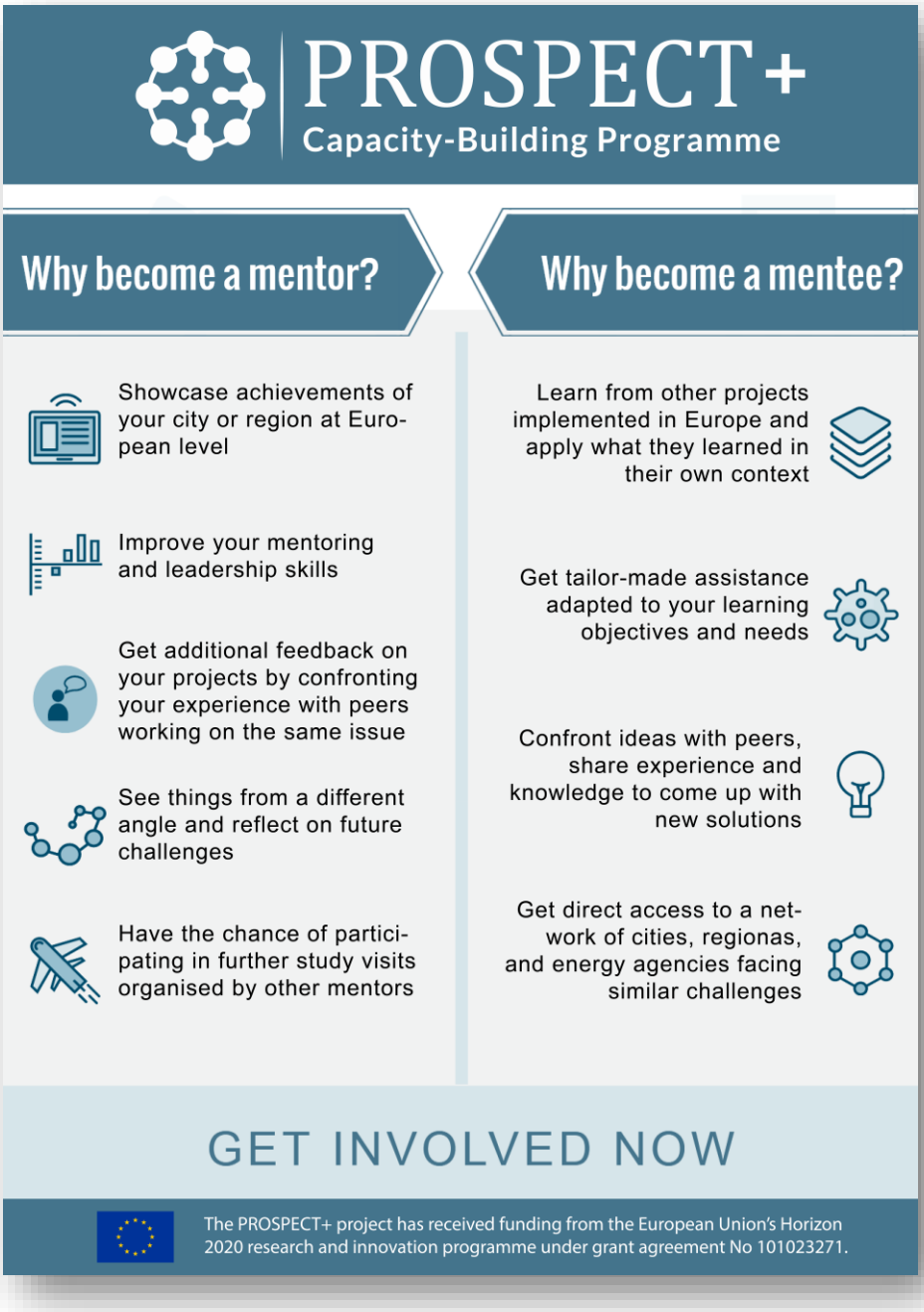

Figure 10: PROSPECT+ Infographic

2.10 Newsletters

PROSPECT+ partners that publish their own monthly or bi-monthly newsletters will be responsible for the promotion of PROSPECT+ results and actions, by adding regularly news items to inform their wider audience. This ensures we communicate about the project without, yet no other newsletter being produced.

2.11 PROSPECT+ Press Releases

The PROSPECT+ press releases will be launched at key moments of the project such as the launch of the learning programme, the engagement campaign of mentors and mentees, etc. The press releases will showcase significant outcomes from the events that are organized by the Consortium or the partners participating.

The first PROSPECT+ Press Release has been launched and provides information about the aim of the project, the recruitment of the mentors and the new website.

The 18th of November 2021 PROSPECT+

PRESS RELEASE

The capacity building for cities and regions for innovative financing, PROSPECT, is back for the 2nd edition

Building on the success of the Horizon 2020 project PROSPECT, the new PROSPECT+ will continue to enable regional & local authorities across Europe to finance and implement their sustainable energy action plans with innovative financing schemes.

Cities are the main contributors to pollution and climate change, but they also have the power and opportunity to deliver the highest savings, provide a good example and drive the energy transition. Financing local authorities' **sustainable energy and climate projects** is hindered primarily by a lack of internal capacity to identify the most appropriate and cost-effective financing instruments and implementation models.

The ambition of PROSPECT+ is to ensure that **over 200 EU cities & regions** in at least 20 European Member States will improve their capacities when it comes to financing and implementing their sustainable energy and climate plans (SECAPs) and similar sustainable plans, effectively accelerating reaching the climate and energy targets.

By participating in a PROSPECT+ programme where experienced **local and regional authorities** will share their experience through mentoring, participants will identify new financing schemes to interactively overcome or surpass their challenges in financing the implementation of their energy and climate plans. The participants will also have an opportunity to join a Community of Practice set up to facilitate further exchange of best practices and to contribute to the debate on the barriers local authorities face when it comes to implementing timely and optimal investments in sustainable energy and low-emission transport.

The learning in PROSPECT+ will step-up what was learned through gathering feedback from over 150 public authorities and their respective agencies that took part in the learning programme in the previous project. The **5 learning topics** will focus on **innovative financing schemes** for public buildings, private buildings, public lighting, transport, and cross-sectoral category, with more attention given to improving the decision making of cities on how to choose projects for financing, as well as how to assess and ensure that the projects are finance ready.

Application for the 1st Capacity-building programme will open on the 29th of November

Local and regional authorities from 44 eligible countries[1] can apply to participate in one of the capacity-building cycles, either as a mentor or a mentee. The first call for applications will be open from **November 2021 to January 2022**, and will run in two steps:

- The call for mentors will be open from the 29th of November to the 17th of December 2021.

[1] Eligible countries are EU-27 and the United Kingdom + H2020 associated countries: Albania, Armenia, Bosnia & Herzegovina, Faroe Islands, Georgia, Iceland, Israel, North Macedonia, Moldova, Montenegro, Norway, Serbia, Switzerland, Tunisia, Turkey and Ukraine.

The PROSPECT+ project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101023271.

The 18th of November 2021 PROSPECT+

- The call for mentees will be open from the 10th of January to the 28th of January 2022.

The learning process lasts approximately 6 months, including around 5 online meetings and one in-person meeting, if circumstances permit to travel.

Other questions regarding the application process such as eligibility, selection & matching criteria, the modalities of participation for mentors and mentees, as well as the expected commitment will be described in *the Guidelines for applicants*. This will also be explained in an informative webinar for applicants which will take place in January 2022.

Stay in touch

The dates of the informative webinar will be announced on the PROSPECT+ website and LinkedIn page Capacity building for cities and regions. To extend the PROSPECT+ network, we invite you to follow, like and interact with us! Stay tuned for more information coming soon.

Consortium

PROSPECT+ consortium is brought to you by 6 core partners from PROSPECT (The Institute for European Energy and Climate Policy - IEECP, University of Piraeus Research Center - UPRC, European Federation of Agencies and Regions for Energy and Environment - FEDARENE, Energy Cities, Eurocities, Upper Austria Regional Energy Agency - ESV), with 4 new agencies which will act as mentors (Association of Energy Managers of Towns and Regions of the Czech Republic - SEMMO, TIPPERARY Energy Agency, Podravje Energy Agency - ENERGAP, The City Council of Valladolid - INNOLID). The new partners were all successful mentors in PROSPECT and thus give an outside perspective to how the programme was run previously. Additionally, adelphi was invited to strengthen capacities for attracting financing and providing a fresh viewpoint.

H2020prospect.eu

#H2020PROSPECT

For more information, please contact

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PROSPECT+ Communication Manager

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The PROSPECT+ project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101023271.

Figure 11: PROSPECT+ 1st Press Release

2.12 PROSPECT+ Policy Briefs

Policy Briefs will be developed if deemed necessary and useful by the partners. The content of the Policy Briefs will focus on the challenges faced by local and regional authorities in financing their sustainable energy transition.

2.13 PROSPECT and PROSPECT+ good practices

Some of the existing good practices of PROSPECT will remain on the new PROSPECT+ website. The cases, already selected with input from the PROSPECT facilitators, will now be developed in a new template, more graphic, downloadable as pdf from the PROSPECT+ website, and completed with new information.

About 15 cases will therefore be enhanced and disseminated thanks to campaigns planned by IEECP and shared with partners, from January 2022 to the project midlife. An addition of 10-15 new cases from PROSPECT+ will be done later in the project, following the same template and format.

3 Website and Social Media

3.1 PROSPECT+ Website

The PROSPECT+ Website will use the existing domain name from the previous PROSPECT Project. The PROSPECT+ Website will store key material of the previous project in order to ensure that all the necessary information is available and accessible to the public. The "new" website will include main information about the project's scope and objectives as well as about the learning programme. In addition, it provides access to the PROSPECT+ Resources (e.g., Good Practices, Decision Support, Tools, Online Library, Reports), while it will provide information on the PROSPECT+ Community, such as the Participants (mentors and mentees) and the Community of Practice. The Website will act as an important source for communicating all the activities, news and events organized by the PROSEPCT+ Partners to the interested stakeholders as well as to the general public.

The dissemination material described in this Deliverable, such as the Leaflet, Postcard & Poster, GIFs and Infographics, will be available online at the Website.

Towards the project end, a "navigator" will be developed. It will be a digital interface, additional to the project website (and if so, it could be hosted on one of the project partners' website, for instance IEECP) or replacing it, gathering only the most useful material developed during the project lifetime with content on the implementation of EE measures and the programme method, getting rid of outdated documents and news which are not relevant to the general public. This "navigator", built along the lines of the one developed by the EmBuild project (http://embuild.eu/navigator/), will guide visitors into the same steps followed by a mentee during PROSPECT+, as if the visitors were virtually participating in the programme, step by step. For each step, we will provide relevant materials, webinars and tools produced. This simple interface will stay alive for 5 years after the project end.

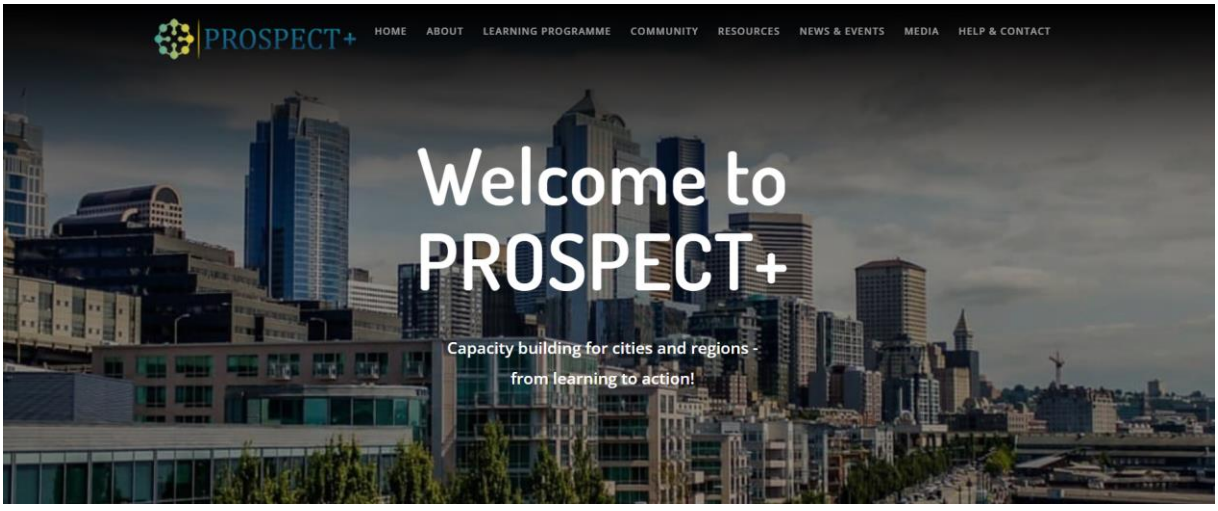

Figure 12: PROSPECT+ Website

3.2 Website Structure

The structure of the website is designed to make the information about the project easily findable and accessible for visitors. The current structure of the website is presented in figure 13 and includes eight main pages, while five of them are further divided into different subpages. The next subchapters provide a detailed description of the main pages and the information that will be provided there.

Figure 13: PROSPECT+ website structure

3.2.1 "Home" page

The PROSPECT+ "home" page currently introduces visitors to the new project and the renewed CPB and explains the continuity of PROSPECT. The "Home" page includes the dynamic elements of the website (About, Learning programme, Community, etc.), while its content intends to give the visitor an overview of the project and its activities. This page will be constantly updated so that visitors will be triggered to return to the website regularly. The following items are currently displayed:

- A menu (Home | About | Learning Programme | Resources | Community | News & Events | Media | Help & Contact)
- An introductory text describing PROSPECT+ in a couple of sentences
- A call for applications text linked with the "get involved" sub-page
- A section where the latest news & events will be displayed
- The consortium members logos
- Footer providing information on the project social media, funding and privacy policy.

Figure 14: "Home" Page Items

3.2.2 "About"

The "About" page consists of the two subpages "About PROPSECT+" and "Who we are" The **About PROSPECT+** page aims at providing a project description, including some background information, its concept and main information about the CBP. Also, the objectives and the methodology of the project are further analysed. An interactive GIF of the PROSPECT+ methodology is presented to make the content more appealing and easily perceivable by the visitors. This page includes:

- Project Overview
- Objectives
- Methodology

Figure 15: About PROSPECT+ Items

The **Who we are** subpage will present the members of the consortium and provide short descriptions and links to the official web pages of the PROSPECT+ partners.

3.2.3 "Learning Programme"

The "Learning Programme" offers more detailed information about the CBP and further analyses its objectives, the CBP steps and the five thematic learning modules. The **Get involved** subpage includes the materials developed as part of the engagement campaign:

- Registration forms
- Guidelines for applicants

Figure 16: Get Involved Items

The **Learning programme** subpage includes key information on the capacity building programme such as:

- Structure of the Programme-Basic steps
- Thematic areas/ modules
- Learning methods (Peer mentoring, Study visits, Local mentoring)

Figure 17: Learning programme Items

3.2.4 "Resources"

The "Resources" section will include information about the following:

- **Good Practice**: this section will allow sharing interesting cases, both from the ended project PROSPECT (updated versions into a new template, available as pdf) and new ones from PROSPECT+. See full description in the section 2.
- **Decision Support Tools**: this section will gather all the tools developed under WP5 (SWOT analysis, Decision-making matrix for choosing innovative financing instruments, Tool for enhancing decision-making in public authorities, Tool for assessing mentees' project finance readiness).
- **Online Library**: this section will include information and direct links to educational Webinars, Online videos, and scientific publications relevant to the project.
- **Reports**: this section will include all the project public deliverables.

3.2.5 "Community"

The "Community" page will include information about the following:

- **Participants Database**: this section will include information regarding the participants of the 4 learning cycles.
- **Meet the mentors**: this section will include information on the mentors' profiles expertise and learning offers.
- **Community of practice**: this section will include all material developed for the community of practice under WP6.

3.2.6 "News & Events"

The "News & Events" page is one of the dynamic elements offering the opportunity to keep interested visitors up to date on recent project developments and upcoming events and calls. The latest news and events will also be displayed on the homepage.

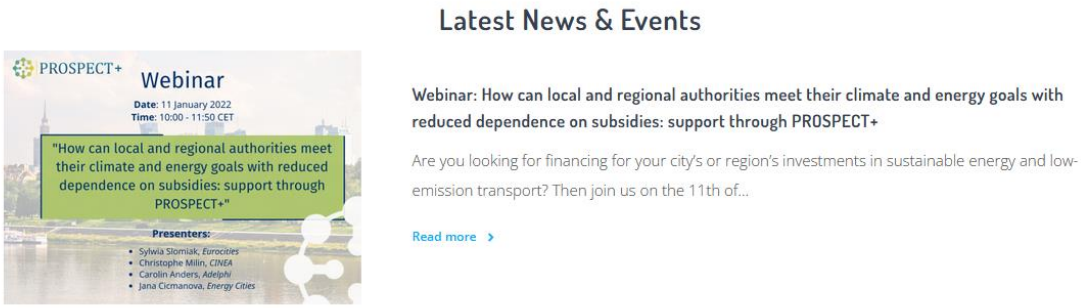

Figure 18: Latest News & Events on the homepage

3.2.7 "Media"

The "Media" page will host all communication materials produced within PROSPECT+ that are described in this Deliverable (Leaflet, Poster, Postcard, gifs/ infographics, Press Releases, etc.).

3.2.8 Help & Contact:

The "Help & Contact" page allows website visitors to directly interact with the project consortium and to get practical information about the project. It will include the following subpages:

- **Terminology & FAQs**: this section will include definitions of relevant terms used on the website and in the capacity-building programme with a special focus on financing terms and also answers to questions that the visitor might have.
- **Contact us**: this section is a virtual helpdesk of PROSPECT+ led by IEECP. It includes a contact form (https://h2020prospect.eu/contact-us) enabling visitors to ask questions about the project. The contact form was developed in November 2021.

3.3 Social Media

Social Media have become an extremely useful and effective tool, as they are easily accessible by everyone and offer quick updates about project activities. Partners will use their institutions' highly followed social media accounts (Facebook, LinkedIn, Twitter) to promote and disseminate all the activities organized by the PROSPECT+ community, aiming at increasing awareness about the project capacity-building programme, events and outcomes without creating new accounts which would start followership from scratch. In addition, a LinkedIn account dedicated to PROSPECT+ has been created (Capacity building for cities and regions) to support the communication through social media by using the **#h2020prospect** hashtag. Thus, social media aim at boosting the impact and visibility of the project.

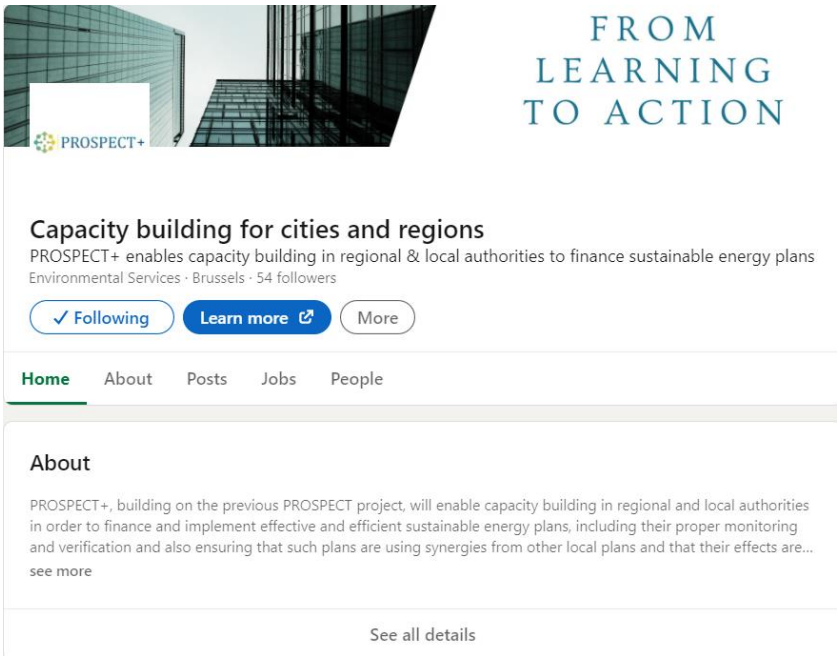

Figure 19: PROSPECT+ LinkedIn Account

The LinkedIn account will act as one of the main communication channels of the project and since its operation, some announcements about important developments have been published, and shared many times over by all partners, within their networks. Announcements until now focused on sharing the 1st PROSPECT+ Press Release and introducing the launching of the engagement campaign. Relevant announcements will be regularly published in the LinkedIn account aiming at building a constant and strong profile in social media to attract the PROSPECT+ target groups to explore its content.

Figure 20: Examples of LinkedIn Posts

More information about the activity of PROSPECT+ in social channels is further described in the D7.1 “Communication &Dissemination Plan”.

Appendix A: PROSPECT+ Alternative Logos submitted to voting

Appendix B: PROSPECT+ gifs

PROSPECT+
Public Buildings
Cross Sectoral
"The principle of dividing the net savings among relevant stakeholders is a very clever motivation element that ensures all stakeholders are involved and interested in achieving best results possible."
Tereza McLaughlin Váňová | SEMMO

PROSPECT+
SEMMO
Mentor
Tereza McLaughlin Váňová | SEMMO
Public Buildings
Cross Sectoral
"The principle of dividing the net savings among relevant stakeholders is a very clever motivation element that ensures all stakeholders are involved and interested in achieving best results possible."
Graduate of the Faculty of Social Sciences, West European Studies at Charles University. As a Project Manager in the Association of Local Energy Managers CZ (SEMMO), she is involved in four internationally funded projects aimed at assisting municipalities in improving their capacities and implementing climate-energy management. She has also worked as principal investigator in three Interreg Europe projects, focused on financial instruments, renewables in industry and low-carbon transition. Tereza also coordinated the Energy Efficient Buildings platform (EEB-CZ).
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"Reaching ambitious climate targets requires innovative financing schemes. From a clear strategy for stakeholder's engagement to incentive structure, we will show you the pathway to make your sustainable projects successful."
Angela Rivada Rodriguez | INNOLID

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Coordinator of Economic Development and European Programmes. Telecommunications Engineer and Economist with more than 20 years of experience in Project Management, focused on innovation and technology. Angela holds a master's degree in European Project Management and is responsible for coordinating Smart City Projects at Valladolid City Council. Angela has participated in the design, analysis and coordination of numerous initiatives and projects focused on innovation applied to cities, mainly in the field of sustainable mobility, energy efficiency and ICT implemented with innovative financing schemes.
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Siona Daly is a Chartered Mechanical Engineer and a Certified Energy Manager. Her main areas of expertise are in Local Authority and Public Sector Energy Management, Energy Services Business Development and Operational Management of the team at the Tipperary Energy Agency. Siona has extensive experience in energy engineering in projects related to HVAC, Automation, Building Management Systems, Mechanical Services Projects, Lighting projects and Energy Performance Contracting in North America and Ireland. Siona is also a Registered Energy Auditor with SEAI.
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