COMMUNICATION PLAN

Project: Innovative uses of low-temperature geothermal resources in South East Europe

Acronym: GeoSEE

March, 2013
# CONTENT

1 INTRODUCTION .......................................................................................................................... 5  
1.1 GENESIS AND APPROACH ................................................................................................. 5  
1.2 MANAGEMENT OF THE CP ................................................................................................. 6  
2 BACKGROUND .......................................................................................................................... 7  
2.1 PROJECT PRESENTATION .................................................................................................... 7  
  2.1.1 About the Project ........................................................................................................... 7  
  2.1.2 Project Partners ............................................................................................................ 7  
  2.1.3 Project Objectives ......................................................................................................... 8  
  2.1.4 Project Structure ......................................................................................................... 9  
  2.1.5 Documents outlining information and publicity goals .................................................... 11  
3 COMMUNICATION STRATEGY ............................................................................................... 12  
  3.1 EXTERNAL COMMUNICATION ......................................................................................... 12  
    3.1.1 The strategic role of communication .......................................................................... 12  
    3.1.2 Aim and objectives .................................................................................................... 12  
    3.1.3 Strategic approach .................................................................................................... 13  
    3.1.3.1 Challenges with respect to communication .......................................................... 13  
    3.1.3.2 Strategic orientations ............................................................................................ 13  
    3.1.4 The aim and scope of the communication campaign .................................................. 14  
    3.1.5 Target groups and key messages ............................................................................. 14  
    3.1.6 Roles and responsibilities ......................................................................................... 15  
    3.1.7 Communication tools ............................................................................................... 16  
      3.1.7.1 Logos ................................................................................................................... 16  
      3.1.7.2 Website of the project ......................................................................................... 18  
      3.1.7.3 Public, media and stakeholder events ................................................................. 20
3.1.7.4 Stakeholder bulletins, newsletters, press releases ..................................................... 21

3.2 INTERNAL COMMUNICATION ......................................................................................... 21

4 MONITORING AND EVALUATION .................................................................................... 23

5 ESTIMATED BUDGET ........................................................................................................ 24

FIGURES

Figure 1: GeoSEE Logo .............................................................................................................. 17

Figure 2: Logo of the South East Europe Transnational Cooperation Programme .................. 17

Figure 3: EU Logo ..................................................................................................................... 17

Figure 4: Slogan of the programme .......................................................................................... 18

Figure 5: GeoSEE Website ........................................................................................................ 19

Figure 6: GeoSEE horizontal banner ....................................................................................... 20

Figure 7: GeoSEE vertical banner ............................................................................................ 20

TABLES

Table 1: Project Partners .......................................................................................................... 8

Table 2: Realization and results indicators ............................................................................... 23

Table 3: Indicators for outputs ................................................................................................ 25

Table 4: Indicators for results ................................................................................................... 27
### List of acronyms

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASP</td>
<td>Associated Strategic Partner</td>
</tr>
<tr>
<td>CP</td>
<td>Communication Plan</td>
</tr>
<tr>
<td>EC</td>
<td>European Commission</td>
</tr>
<tr>
<td>ERDF</td>
<td>European Regional Development Fund</td>
</tr>
<tr>
<td>EU</td>
<td>European Union</td>
</tr>
<tr>
<td>GeoSEE</td>
<td>Innovative uses of low-temperature geothermal resources in South East Europe</td>
</tr>
<tr>
<td>IPA</td>
<td>Instrument for Pre-Accession Assistance</td>
</tr>
<tr>
<td>LP</td>
<td>Lead Partner</td>
</tr>
<tr>
<td>OP</td>
<td>Operational Programme</td>
</tr>
<tr>
<td>PA</td>
<td>Partnership Agreement</td>
</tr>
<tr>
<td>PP</td>
<td>Project Partner</td>
</tr>
<tr>
<td>SC</td>
<td>Steering Committee</td>
</tr>
<tr>
<td>SEE</td>
<td>South East Europe</td>
</tr>
<tr>
<td>WP</td>
<td>Work Package</td>
</tr>
</tbody>
</table>
1 INTRODUCTION

1.1 GENESIS AND APPROACH

Overworked and underfunded communicators have a right to ask whether the work involved in developing a plan is worth it. The answer is yes because a written Communication Plan should:

- give the day-to-day work a focus;
- help to set priorities;
- provide a sense of order and control;
- help get the partners to support the project;
- protect against last-minute demands from partners;
- define responsibilities and allocate them to project partners.

Therefore, this Communication Plan (CP) has been written to describe what the GeoSEE project want to accomplish with communication (objectives), ways in which those objectives could be accomplished (goals or working programme), to whom the project communications should be addressed (target audiences), how the project objectives should be reached (tools and timetable), and how the results of the project should be measured (evaluation). This CP includes the description of all written, spoken, and electronic interaction with target audiences and encompasses objectives, goals, and tools for all communications, including but not limited to:

- periodic print publications (newsletters);
- online communications (intranet website);
- meeting and conference materials;
- media relations (press releases) and public relations materials;
- incoming communications, including reception procedures and voice mail content;
- identity materials;
- surveys;
- progress and Work Package Reports.

The main objective of the dissemination and publicity campaign is to create and enhance wide awareness on the GeoSEE activities, services and results targeting the involved SEE countries thus helping to guarantee the success of the project, in line with the contractual obligations that the consortium has undertaken against the EC.

Compliance with the CP is mandatory for all project partners.
1.2 MANAGEMENT OF THE CP

The Communication Plan (CP) is produced by the Lead partner (KSSENA) under work package 2 (WP2; leader KSSENA), together with all participating partners and approved by the Project Steering Committee (PSC), Project Technical Secretariat (PTS) and Project Management Team (PMT). KSSENA is responsible for updating or changing the CP. KSSENA is also responsible for reviewing periodically the CP and recommending relevant changes. Changes may concern any section of the CP. In any case, changes are marked appropriately (briefly in the cover page of the CP, while the new or modified text will also be highlighted accordingly). After each change a new version of the CP will be distributed to all partners.

Before the new version is put into force, it is sent (by KSSENA) for comments to the PSC, PTS and PMT. KSSENA takes into account the comments received, finalises the new version of the CP and sends it to all partners (in electronic form).

Based on the CP national partners of the GeoSEE project are expected to develop and implement national publicity plans (incl. detailed planning and analysis of the communication campaign per country for the whole duration of the project). The national plans will be updated on a regular basis (own-initiative & CP driven).
2 BACKGROUND

2.1 PROJECT PRESENTATION

2.1.1 About the Project

It is undoubtedly true that growing concerns on environmental issues, desire of energetic independency and increasing process of energy require the development and utilization of clean and renewable energy sources. A significant contribution to these issues can be offered by geothermal resources and geothermal-derived energy.

From a technological point of view, GeoSEE intends to demonstrate that innovative and sustainable uses of low-temperature (also called low-enthalphy) geothermal resources (less than 150°C) are possible when they are combined with further renewable sources to provide solutions for heating/cooling and electricity production. These hybrid uses will contribute to making the utilization of lower temperature geothermal fluids more economically viable and reduce business risk thus improving market pull and attracting private investors. With its concrete actions and pilot demonstration projects GeoSEE will define a methodology and a strategic framework that will contribute to the implementation of the paradigm shift on the energy market which represents one of the main priorities of the 20-20-20 targets set by the European Energy and Climate Change Policy. The final stages of GeoSEE also include actions and analyses aimed at informing policy makers about the benefits of adopting and utilizing low temperature geothermal energy.

2.1.2 Project Partners

The project includes a well-balanced mixture of partners coming from three main sectors, city or local authorities, research institutions or establishments and local energy agencies. Together we represent varied views across a range of stakeholders and interests providing competent knowledge and experience in the field of energy efficiency, renewable energy sources and geographic intelligence, especially with regards to technological issues and energy infrastructures in South East Europe.

All partners have had previous experiences of participating to EU territorial cooperation projects and have acquired relevant experience in the importance of transnational issues and the added benefits for the resolution of common issues across European Countries. All partners have established strong networks of contacts either at the regional, national or international level.
The partnership is characterized by a strong transnational character, covering eight nations within the South East Europe Programme area, thus ensuring a good geographical and cultural coverage and relevant attention to the issues and needs of a wide range of institutional settings and establishments from South East European Countries.

Table 1: Project Partners

<table>
<thead>
<tr>
<th>PARTNER</th>
<th>OFFICIAL NAME</th>
<th>COUNTRY</th>
</tr>
</thead>
<tbody>
<tr>
<td>KSSENA</td>
<td>Energy Agency of Savinjska, Saleska and Koroska Region</td>
<td>Slovenia</td>
</tr>
<tr>
<td>TESAF</td>
<td>Department of Land, Environment, Agriculture and Forestry - University of Padua</td>
<td>Italy</td>
</tr>
<tr>
<td>IGR</td>
<td>Geological Institute of Romania</td>
<td>Romania</td>
</tr>
<tr>
<td>UM</td>
<td>University of Maribor – Faculty of Energy Technology</td>
<td>Slovenia</td>
</tr>
<tr>
<td>PADUA</td>
<td>Province of Padova</td>
<td>Italy</td>
</tr>
<tr>
<td>REAP</td>
<td>Regional Energy Agency of Pazardjik</td>
<td>Bulgaria</td>
</tr>
<tr>
<td>SORO</td>
<td>Municipality of Soroksár, XXIII District, Budapest</td>
<td>Hungary</td>
</tr>
<tr>
<td>CEV</td>
<td>Veneto Energy Consortium</td>
<td>Italy</td>
</tr>
<tr>
<td>REAN</td>
<td>Regional Energy Agency North</td>
<td>Croatia</td>
</tr>
<tr>
<td>MF</td>
<td>Faculty of Mechanical Engineering - Belgrade University</td>
<td>Serbia</td>
</tr>
<tr>
<td>KOCANI</td>
<td>Municipality of Kocani</td>
<td>Macedonia</td>
</tr>
<tr>
<td>PRA</td>
<td>Pazardzhik Regional Administration</td>
<td>Bulgaria</td>
</tr>
<tr>
<td>EC</td>
<td>Energy Centre</td>
<td>Hungary</td>
</tr>
<tr>
<td>EZS</td>
<td>Energy Industry Chamber of Commerce</td>
<td>Slovenia</td>
</tr>
<tr>
<td>KRIZ</td>
<td>City of Krizevci</td>
<td>Croatia</td>
</tr>
<tr>
<td>MOL</td>
<td>Municipality of Molve</td>
<td>Croatia</td>
</tr>
</tbody>
</table>

2.1.3 Project Objectives

The general objective of the project is contribution to the rapid development and deployment of more energy efficient and renewable energy technologies in South East Europe and beyond, and in particular of those technologies that allow these countries to harness clean, sustainable and widespread domestic resources.
Develop a methodology to analyze and assess in detail the potential to produce electricity from low-temperature geothermal resources in combination with biomass, biogas, heat recovery and solar within the partner countries and beyond.

Advance technologies that can be used to integrate low-enthalpy geothermal water with other forms of renewable energy to produce electricity or to implement innovative heating/cooling solutions.

Assess the potential of low-enthalpy geothermal resources to increase the efficiency of other renewable energy processes for energy purposes, especially those affected by high production costs such as biomass gasification.

Execute process optimizations of the defined integration methodologies in order to scale up and generalize the results of the case study locations to develop a regional model of integrated uses of RES to produce electricity where low-temperature geothermal water is available.

Analyze the market penetration of the developed processes in each partner country to demonstrate that low-temperature geothermal resources in combination with other renewable sources can be a nationwide energy resource.

Compile a set of guidelines targeting all levels of governance, at European, national and local level, to demonstrate how low-temperature geothermal technologies can be harnessed to improve energy and resource efficiency.

Establish the environmental benefits in terms of reduced CO₂ and fuel savings derived from the implementation of the low-temp geothermal integration processes defined by the project.

Assess the economic and social benefits that could be attained by communities from future implementations of the low-temp geothermal integration processes defined by the project.

### 2.1.4 Project Structure

The GeoSEE project consists of six (+one preparatory work package) work packages of which the first two work packages are horizontal activities implemented during the whole life-time of the project as well as four more thematic work packages.

**wp0 – Preparation activities**

Each partner actively contributed to developing concepts and preparing the project by sending information regarding budget and activities. Constant written and phone contacts were undertaken by all partners with the Lead Partner in the framework of the partner consortium, in order to have a common overview of the application form preparation. Partners also provided information related to the relevant national frameworks and similar initiatives. Each partner conducted a stakeholder
analysis to identify categories and individual, internally to their organization but also externally, that should be contacted and informed about the project.

**wp1 – Transnational project and financial management**
A robust project management structure will be implemented to ensure a problem-free project execution and the timely delivery of the expected outputs and results of GeoSEE. The project management structure will include a Project Steering Committee (PSC), a Project Technical Secretariat (PTS) and a Project Management Team (PMT).

**wp2 – Communication activities**
An articulated communication and dissemination campaign will be implemented throughout the project as part of this WP. Communication activities will be delivered using more than one media or non-media channel simultaneously. The information and communication activities will involve the whole partnership and be coordinated and supervised by the Lead Partner. The project will appoint a Communication manager responsible for implementation of information and communication measures.

**wp3 – Centralized information database and user requirements**
This WP will research earlier work, available knowledge and data from both previous cooperation projects and other initiatives in the fields of geothermal, biomass and other renewable technological programs. This WP will provide an overview of information availability in Europe and beyond and highlight the main gaps in knowledge and/or technology hindering the current development of initiatives for the sustainable utilization of low-temperature geothermal resources.

**wp4 – Advancing low-temperature geothermal energy technologies**
The specific objective of this WP is to analyze and assess in detail low-temperature geothermal resources in combination with biomass, biogas, heat recovery and thermal solar in several case-study locations within the partner countries. To this purpose, a technical and economic analysis in each case-study area of the integration of low-temperature geothermal water with other forms of renewable energy will be carried out.

**wp5 – Deploying geographic models and databases of sustainable utilization of low temperature geothermal energy**
The aim of this WP is to develop a mapping methodology and a spatial information system that can be used to delineate areas with the presence of geothermal and additional renewable energy sources that can be integrated for the purpose of developing hybridization projects to produce energy. This system will act as a multi-criteria decision support system that will be used by local administrator and decision makers in the partner countries and beyond who want to capitalize on the presence of low-
temp geothermal resources within their region or country and wish to understand how they can be exploited successfully, especially in relation to their combined use with other RES.

**wp6 – Informing policy-makers and citizens about low temperature geothermal energy**
This work package extends the focus of the project with a review of the results of previous WPs and a set of new actions that include the development of market penetration models and the analysis of environmental and social benefits deriving from the implementation of low-temperature geothermal energy. This WP will draw conclusions to finalize a common strategy based on the use of the methodological approach developed by GeoSEE and the results gained from the implementation of previous analyses.

### 2.1.5 Documents outlining information and publicity goals

The information and publicity provisions of the project, including the preparation of a Communication Plan, are laid down in Commission Regulation (EC) No 1828/2006: “Experience has shown that citizens of the European Union are insufficiently aware of the role played by the Community in funding programmes aimed at reinforcing economic competitiveness, creating jobs and strengthening internal cohesion. It is therefore appropriate to provide for the preparation of a communication plan which identifies in detail the information and publicity measures necessary to bridge this communication and information gap. For the same purpose, it is also necessary to identify the responsibilities and the roles that should be played by each of the actors involved”.

In addition to the above regulation, information and publicity goals are outlined by following documents:
- SEE Operational Programme C (2007) 6590;
- SEE Communication Plan (general and annual).
3 COMMUNICATION STRATEGY

3.1 EXTERNAL COMMUNICATION

3.1.1 The strategic role of communication

Communication is a management function that is vital for the implementation of the GeoSEE project. The communication plan forms an integral part of the project and aims to ensure that project communications are well coordinated, effectively managed and responsive to the information needs of the public. Targeted communication shall stimulate project development, demonstrate its added value and ensure its visibility. In the same time, all communication actions and tools developed shall increase transparency and raise awareness of positive contributions of the South East Europe Transnational Cooperation Programme and the European Union. Last but not least all communications must fulfil the minimum requirements set by the programme and which are laid down in the Visual Identity Guidelines and Communication Plan SEE Transnational Cooperation Programme (http://www.southeast-europe.net/en/downloads_section/communication_tools).

3.1.2 Aim and objectives

The communication plan aims to promote the GeoSEE project, its activities, outputs and results in the region, while reflecting the role of the South East Europe Transnational Cooperation Programme and public funds of the European Union. The communication objectives are as follows:

- Raise general awareness towards the GeoSEE project, its activities and its potential impact in the region.
- Raise specific attention of stakeholders, policy and decision-makers to the project as an important instrument for the benefit of the involved territories.
- Make the general public more aware of the results and benefits achieved by transnational GeoSEE project.
- Demonstrate the role of the EU and ensure transparency about the use of public funding.
- Specify the contribution of EU Funds to the programme and emphasize the community value added.
- Show where and how the EU money is spent as well as the concrete achievements of the projects.
3.1.3 Strategic approach

Communication will form an integral part of project implementation strategy for the GeoSEE project 2012-2014. Innovative activities and close co-operation with beneficiaries will be necessary to ensure effective communication of the implementation and success of the project.

3.1.3.1 Challenges with respect to communication

In order to respond to the communication objectives, communication of the GeoSEE has to take up several challenges:

- Communicating at a transnational level: The transnational nature of the GeoSEE project means that it is addressed to a wide variety of audiences in a number of different countries. This particularity gives rise to an additional difficulty in providing efficient distribution of information and ensuring proper impact of communication initiatives and implies to work closely with all partners;
- Addressing targets with very different levels of awareness of the subject: The GeoSEE project has to address variety of audiences (stakeholders, media and general public) whose familiarity with the project and its main topic varies widely.

3.1.3.2 Strategic orientations

To respond to these challenges, the following orientations will be adopted:

- Segmented communication addressed to specific targets: To optimise understanding of the GeoSEE project by all the targets concerned, communication will be tailored to the knowledge of each specific audience (register, messages, type of initiative). Over-technical terms will be avoided in communication with general public. Communication will rely on the promotion of project and its benefit for the target groups. Particular emphasis will be placed on this aspect during the capitalisation phase;
- Network approach: Quality communication with as many of the target groups as possible will require a network approach, which aims to include and involve in communication all project partners and stimulate the exchange of good communication practices between the partners. To ensure dissemination of the information and the impact of communication activities at the local (national) level, all partners will be encouraged to communicate within their country. Specific approach and related initiatives will be proposed to the partners: participative approach, provision of communication tools for dissemination, collaboration on communication activities when necessary and possible.
3.1.4 The aim and scope of the communication campaign

GeoSEE communication campaign will be implemented to create awareness on the project activities, to keep the GeoSEE stakeholders and any interested organisation and person informed about the project activities in a consistent way. Actions will be designed and executed at European – International level and national level.

The main project’s awareness activities are:
- put together and maintain the project’s website,
- create projects’ visual identity (project logo, reports templates, etc.),
- disseminate project’s publicity materials,
- prepare 12 Newsletters,
- prepare stakeholders bulletins with project updates relevant to stakeholders,
- organize 8 stakeholder hearings with relevant energy stakeholders and experts,
- organize one mid and one final transnational conference,
- organize media activities on local, regional, national newspaper and also on magazines and local radio channels,
- prepare 5 press releases,
- organize three press conferences at the beginning, mid-term and at the end of the project,
- make publicity pages in a major newspapers in each project country, etc.

3.1.5 Target groups and key messages

The project identifies three main groups of target groups and stakeholders.

The first group includes renewable energy industries, agencies and investors in the partners' countries and Europe. They have a need for reliable resource information and technologically proven methodology that can be used to reduce business and risk and augment economic returns of investments in clean, reliable and fossil-free renewable energy sources. They will be involved through the communication activities of WP2, in particular the stakeholders hearings, and existing links with project partners, in particular KSSENA, REAN and REAP.

The second group includes policy- and lawmakers in European Countries across all levels (local, regional and national). Their identified needs cover the introduction of measures to improve the energy and resource efficiency of regions in order to make them more sustainable and less dependent on fossil fuels. They also need to increase the potential to save energy for Europe and engage with citizens to shape new behaviours and attitudes towards renewable energy sources and the acceptance of low-temperature geothermal resources as a clean, affordable and reliable power sources.
source. Their quantification includes policy makers from the local authorities directly involved in the project as well as members of the Directorate-General for Energy and Transport and politicians from Central European governments. They will be included during the project meetings or addressed indirectly via the formal submission of the project Policy Guidance Document produced in WP6.

The third group includes residents of the areas where the pilot case-studies will be carried out as well as other European regions where low-temperature geothermal hybridization projects will be implemented following the up taking of the project results. They will benefit from improved quality of life and well-being via the reduction of carbon dioxide emissions caused by the widespread utilization of fossil fuels and better living conditions deriving from the implementation of innovative cascading uses. Their involvement in the project will occur through the citizens' awareness campaigns planned in WP6, which will include publicity campaigns either online or in libraries, council offices and the like. With these campaigns citizens will become better informed and more aware of the environmental and economic benefits derived from low-temperature geothermal resources.

### 3.1.6 Roles and responsibilities

The information and communication activities will involve the whole partnership and be coordinated and supervised by the Lead Partner. The project will appoint a Communication manager responsible for implementation of information and communication measures. Fluent internal communication during project implementation will be insured by purposely developed web tools to minimize travel costs and to guarantee day to day availability of information. There will also be scheduled face-to-face interim project meetings (one every six months). Partners will receive regular feedback and monitoring to insure that all information is communicated to PPs when problems occur or milestones have been achieved. Project newsletters will give partners up to date information about the current workplan, forthcoming actions and all decisions made during the implementation process.

WP2 Communication activities covers two activities. Role of each partners follows:

- **act 2.1 - Media communication and dissemination**: LP appoint a Communication Manager and coordinate the compilation of the communication plan; research and collect contact details in Slovenia of important organizations, press agencies, energy institutes to be added to the media list; organize one media activity every six months in Slovenia; compile and release five press releases at the beginning and end of the project and at the end of WP3, WP4 and WP5; organize the press conference to launch the project; organize a media activity in Slovenia (either publicity page or magazine article or similar) to be published at beginning, middle and end of the project in coincidence with the major information activities; Each partner will be involved and will be responsible for the execution of communication activities in their country. Partners will have to equally contribute to the execution of the following
actions: designate a communication manager who will liaise with the Project Communication Manager; research and collect contact details in own country of important organizations, press agencies, energy institutes to be added to the media list; provide content material for press releases to be added to the website and forward this to their media contacts and other organizations within their country; organize one media activities every six months in own country; distribute press releases prepared by the LP to media contacts in own country; organize a media activity in own country (either publicity page or magazine article or similar) to be published at beginning, middle and end of project in coincidence with the major information activities of the project; prepare material or presentation to be distributed during the press conferences at the start, middle and end of the project; contribute to the organization and participate in mid and final transnational conferences.

act 2.2 – Non-media communication and dissemination and website: LP will be responsible for the organization and execution of all non-media, communication/dissemination and website actions, including the construction and maintenance of the website, the preparation of promotional material, the design of the project visual identity, the preparation of the newsletters and the stakeholder bulletins. All other partners will contribute to these activities as planned, required ad directed by the LP. Additionally, LP, PADUA, KOCANI, IGR, SORO, REAN, REAP and MF will organize a stakeholder hearing in their respective countries. They will be organized half-way through the project.

3.1.7 Communication tools

For the implementation of the communication plan various tools will be used. Communication tools that shall inform and raise awareness about the GeoSEE project, disseminate its results, create and maintain visual identity and establish media relations are the following:

- Logos,
- Website,
- Public, media and stakeholder events (transnational conferences, stakeholder hearings, press conferences),
- Stakeholder bulletins, newsletters, press releases,
- Publicity material,
- Communication plan and project presentations.

3.1.7.1 Logos

Logos are the most important visual identity tools. Their main purpose is enhancing the visibility and recognition of the GeoSEE project.

GeoSEE
Innovative uses of low-temperature geothermal resources in South East Europe
Application ID: SEE/D/0162/2.4/X
www.geosee.eu
A new logo will serve to identify all GeoSEE project activities in order to project a single, homogenous image and to create the conditions necessary for each action implemented to be linked with this initiative.

Figure 1: GeoSEE Logo

In compliance with the South East Europe Programme Communication Strategy, the project logo will be used together with one of the logos of the South East Europe Transnational Cooperation Programme, as well as the logo of the European Union.

Figure 2: Logo of the South East Europe Transnational Cooperation Programme

Figure 3: EU Logo
Figure 4: Slogan of the programme

The detailed rules for using the Programme Logo, the EU flag with the subtitle as well as the Slogan of the Programme are laid down in the Visual Identity Guide which is available at the following. Website: [http://www.southeast-europe.net/en/downloads_section/communication_tools/](http://www.southeast-europe.net/en/downloads_section/communication_tools/)

It is strongly advised for each partner to contact the national programme managing authorities in order to double check if beside the centrally defined rules any additional documents, descriptions or graphic elements are requested to be published on the different communication materials in their countries.

### 3.1.7.2 Website of the project

The website will be the main source of information about the GeoSEE project and the first and most immediate point of reference for all target audiences. The aim of the website is to provide adequate and up to date information for all target groups, raise the profile of the project, events, etc. and communicate the project’s progress, ongoing activities, deliverables and achievements throughout the duration of the project.

In order to achieve its objectives, the website will be constantly updated with relevant information, news and events. To this, its domain name [http://www.geosee.eu](http://www.geosee.eu) has been selected to be easy to recall and write, and each visit should result for the user in a pleasant, complete and user-friendly experience.

The website has a clear and accessible design and structure, an intuitive system of links in order to get a simple and quick navigation.
The GeoSEE project involves 16 partners from 8 countries and will run for 24 months between December 2012 and December 2014. From a technological point of view, GeoSEE intends to demonstrate that innovative and sustainable uses of low-temperature (also called low-enthalpy) geothermal resources (less than 150°C) are possible when they are combined with further renewable sources to provide solutions for heating/cooling and electricity production. These hybrid uses will contribute to making the utilization of

Figure 5: GeoSEE Website

Website www.geosee.eu provides links to the websites of all partners. To promote the project, banners that shall be published on websites of project partners will be also created.

GeoSEE
Innovative uses of low-temperature geothermal resources in South East Europe
Application ID: SEE/D/0162/2.4/X
www.geosee.eu
3.1.7.3 Public, media and stakeholder events

Two transnational conferences have to be organized (one mid and one final). They are very important communication activities, since all partners shall join their forces and present results of the project directly to target groups as well as exchange information and best practice. Transnational conferences will be organized by two partners, but all project partners shall contribute according to their responsibilities in the project.

Furthermore, eight stakeholder hearings will be organized by each country on a national level in order to discuss the most critical issues with relevant stakeholders and experts.

Also three press conferences will have to be organized (at the beginning, mid-term and at the end of the project). The aim of press conferences will be to meet publicity with the project and to increase awareness geothermal energy and RES.

GeoSEE
Innovative uses of low-temperature geothermal resources in South East Europe
Application ID: SEE/D/0162/2.4/X
www.geosee.eu
After the events, conclusions and recommendations shall be prepared and distributed among the GeoSEE partners.

### 3.1.7.4 Stakeholder bulletins, newsletters, press releases

Bulletins, electronic newsletters and press releases will be designed and filled in with relevant information on the project, its activities and especially its results. The planned publications include both more specialized publications (targeted to the partners and stakeholders) and general publications (targeted to general public and media).

12 electronic newsletters will be issued (every 2 months) and sent to relevant stakeholders in the target countries. The newsletters aim to summarize the achieved, at the time of publication available, results of the project as well as the activities of the partners (of the consortium). The newsletters will be also available for downloading at the website of the project where under the communication/newsletter section visitors will be able to brows between them.

Stakeholder bulletins will serve for presentation of the GeoSEE project and for its popularization. Bulletins are printed publications of a shorter form. They comprise all important data on the project (like objectives, partners, funding details) and provide also short insight into the achieved results.

All printed materials will also be available for downloading in electronic format. All materials will be structured in compliance with the SEE Visual Identity Guidelines.

### 3.2 INTERNAL COMMUNICATION

In order to enhance the project workflow, some rules and tools of communication between partners has been established. E-mail, teleconferences and website shall be used to increase efficiency and reduce the cost of management and communication. Internal communication tools are as follows:

- A common virtual workplace, a web – accessed intranet site or Document Center will be established. The intranet [http://www.geosee.eu/platform](http://www.geosee.eu/platform) is for partners only. General information and news about the project are published on a public website [http://www.geosee.eu](http://www.geosee.eu).
- A telephone and e-mail shall be used for daily person to person communication; different mailing list has been established in order not to “spam” partners.
- SC and project meetings will be organized regularly.
A subscription-free Skype voice conference software will be used for remote conferences when more partners are involved in particular communication (e.g. regular monthly meeting of WP leaders).

Due to the fact, that the number of e-mails and telephone calls during the project will be enormous, the partners should reply on e-mails and on telephone calls as soon as possible, answering only to the necessary partners and avoiding “Reply All” messages.
The official language for internal communication (including meetings) and for deliverables is English.

All partners should provide a certain level of quality.

The use of project templates is obligatory during the project. All templates are prepared in compliance with the SEE Visual Identity Guidelines and are available on the intranet site.

Different project roles have been defined in order to appoint responsible partners for leading activities, work packages or pre-defined groups of partners.

In order to ease the communication over the e-mails, mailing lists have been formed. It is the responsibility of every partner to regularly report on changes in responsible persons or e-mail addresses, in order to keep the recipients up-to-date. The main project e-mail is: geosee@kssena.velenje.eu.
The main purpose of the monitoring and the evaluation is to indicate how effective the communication tools are. All communication activities will be subject of a regular follow-up, so that the results can be evaluated and integrated within the communication strategy and that adjustments can be made if necessary.

With this intention, outputs and results indicators will be defined for each type of communication tools as summarized in the table below.

Table 2: Realization and results indicators

<table>
<thead>
<tr>
<th>Tool</th>
<th>Outputs indicators</th>
<th>Results indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>Number of pages published;</td>
<td>Number of visits; Number of hits per page;</td>
</tr>
<tr>
<td></td>
<td>Regularity of updates</td>
<td>Reference of the website</td>
</tr>
<tr>
<td>Events</td>
<td>Number of events organised</td>
<td>Number of participants at the events</td>
</tr>
<tr>
<td>Bulletins, newsletters,</td>
<td>Number of materials created</td>
<td>Number of materials disseminated; Number of press articles</td>
</tr>
<tr>
<td>press releases</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In addition to this, indicators for project deliverables are defined. Since all deliverables are public and shall be published on the website, indicators are available in Annex1.
5 ESTIMATED BUDGET

The total estimate budget for communication activities during the duration of GeoSEE project is 267,240.00 EUR. The provisional budget includes all activities planned in communication plan, the design and execution the communication plan itself under WP2.
Annex 1: Indicators for project

Table 3: Indicators for outputs

<table>
<thead>
<tr>
<th>Description</th>
<th>Type</th>
<th>Mandatory</th>
<th>Measurement unit</th>
<th>Base value</th>
<th>Target value</th>
</tr>
</thead>
<tbody>
<tr>
<td>01. No of articles/appearances published in the press and in other media (including online media, TV, radio)</td>
<td>output</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>100.00</td>
</tr>
<tr>
<td>02. No of press conferences</td>
<td>output</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>3.00</td>
</tr>
<tr>
<td>03. Average of hits per month on the project’s website</td>
<td>output</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>1,000.00</td>
</tr>
<tr>
<td>04. No of publications produced (editions, specify: e.g. folder, newsletter, brochure, report, guideline, handbook), No of copies disseminated</td>
<td>output</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>1,000.00</td>
</tr>
<tr>
<td>05. No of transnational events implemented, no of participants involved</td>
<td>output</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>800.00</td>
</tr>
<tr>
<td>06. No of national events implemented, no of participants involved</td>
<td>output</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>800.00</td>
</tr>
<tr>
<td></td>
<td>Description</td>
<td>Type</td>
<td>Participant</td>
<td>Total</td>
<td>Cost</td>
</tr>
<tr>
<td>---</td>
<td>------------------------------------------------------------------------------</td>
<td>--------</td>
<td>-------------</td>
<td>-------</td>
<td>--------</td>
</tr>
<tr>
<td>07.</td>
<td>No of regional events implemented, no of participants involved</td>
<td>output</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>08.</td>
<td>No of study visits organised, no of participants involved</td>
<td>output</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>09.</td>
<td>No of studies produced</td>
<td>output</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>10.</td>
<td>No of guidelines produced</td>
<td>output</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>11.</td>
<td>No of management plans developed</td>
<td>output</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>12.</td>
<td>No of joint action plans produced</td>
<td>output</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>13.</td>
<td>No of databases created or improved</td>
<td>output</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>14.</td>
<td>No of training events, seminars organised</td>
<td>output</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>15.</td>
<td>No of participants involved in trainings and seminars</td>
<td>output</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>16.</td>
<td>No of individuals that participated in exchange schemes</td>
<td>output</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>17.</td>
<td>No of promotion concepts</td>
<td>output</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>18.</td>
<td>No of promotion actions</td>
<td>output</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>19.</td>
<td>No of services developed</td>
<td>output</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>20.</td>
<td>No of small scale infrastructure projects</td>
<td>output</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>21.</td>
<td>No of person in charge for administration of projects</td>
<td>output</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>22.</td>
<td>No of project meetings held</td>
<td>output</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
</tbody>
</table>
Table 4: Indicators for results

<table>
<thead>
<tr>
<th>Description</th>
<th>Type</th>
<th>Mandatory</th>
<th>Measurement unit</th>
<th>Base value</th>
<th>Target value</th>
</tr>
</thead>
<tbody>
<tr>
<td>01. No of permanent information sources / channels in project (e.g. websites, regular publications)</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>1.00</td>
</tr>
<tr>
<td>02. No of individuals reached directly through dissemination outputs in the co-operation area</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>50,000.00</td>
</tr>
<tr>
<td>03. No of administrative actors reached directly through dissemination outputs in the co-operation area</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>1,000.00</td>
</tr>
<tr>
<td>04. No of private sector actors reached directly through dissemination outputs in the co-operation area</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>1,000.00</td>
</tr>
<tr>
<td>05. No of SME reached directly through dissemination outputs in the co-operation area</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>1,000.00</td>
</tr>
<tr>
<td>06. No of advanced tools and methodologies adopted to increase the projects visibility among experts and wider communities, the public (additionally description necessary)</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>2.00</td>
</tr>
<tr>
<td>07. No of common positions / agreements formulated</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>1.00</td>
</tr>
<tr>
<td>08. No of common methodologies adopted</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>1.00</td>
</tr>
<tr>
<td>09. No of strategies adopted at governmental level</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>8.00</td>
</tr>
<tr>
<td></td>
<td>Description</td>
<td>Result</td>
<td>No.</td>
<td>0.00</td>
<td>1.00</td>
</tr>
<tr>
<td>---</td>
<td>-----------------------------------------------------------------------------</td>
<td>--------</td>
<td>-----</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>10.</td>
<td>No of innovative products developed</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>11.</td>
<td>No of regional/local policies and instruments improved or developed</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>12.</td>
<td>No of common standards established (e.g. through new guidelines)</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>13.</td>
<td>No of new tools / instruments developed</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>14.</td>
<td>No of impact studies on environmental issues carried out (e.g. in pre-investment projects)</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>15.</td>
<td>No of pilot actions prepared (first application)</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>16.</td>
<td>No of pilot actions implemented (first application)</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>17.</td>
<td>No permanent exchange programmes established</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>18.</td>
<td>No of staff members</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
</tr>
<tr>
<td>with increased capacity (awareness / knowledge / skills)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------------------------------------------</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>19. No of advanced tools and methodologies adopted to improve knowledge management within the partnership (additionally description necessary)</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>2.00</td>
</tr>
<tr>
<td>20. No of regions proactively promoted</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>20.00</td>
</tr>
<tr>
<td>21. No of common management structures / systems established</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>1.00</td>
</tr>
<tr>
<td>22. No of individuals benefiting directly from new / improved services</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>40,000.00</td>
</tr>
<tr>
<td>23. No of investment proposals developed (if possible specify volume of investment)</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>24. No of private market reactions achieved (e.g. private activities mobilized)</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>25. No of investment projects implemented (specify volume of investment)</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>26. No of infrastructures of common interest improved</td>
<td>result</td>
<td>No</td>
<td>no.</td>
<td>0.00</td>
<td>0.00</td>
</tr>
</tbody>
</table>