

WORKING VERSION

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Communication and Dissemination Strategy for FF GReEN Project



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Introduction

This document represents a dissemination strategy that is planned and provides information about dissemination activities for the FF GREEN project. It is a deliverable for Task 7.1 FF GREEN Project.

1. Dissemination objectives and strategy

The success of the FF GREEN project implementation depends on the involvement of stakeholders. Thus we will target our efforts to maintain a stakeholder-oriented approach and use it also for defining the dissemination strategy. We strive to closely involve stakeholder organizations in a collaboration that is participation in the development and implementation of fostering an increase in the share of RES and efficiency of energy consumption in households. The overall objective of dissemination will be to raise awareness of project aims and expected results within the scientific community, Serbian local authorities, and the Government. Also, stakeholder organizations will get to know about contemporary methods and how to improve energy management and foster a decision-making process by incorporating an innovative tool in the process of energy planning, formulation of policy instruments, scenario development, and assessment of expected effects.

Based on this background, the underlying goals of the Communication and Dissemination Strategy are as follows:

- Enable the documentation of the survey of households that will describe policy, socio-economic, and cultural factors related to energy consumption in households.
- Collect internal knowledge about the new methodological framework for planning and managing energy transition of the households, and
- Transfer knowledge gained within the project to others at internal and external levels.

The plan to implement activities under the underlying goals is based on the FF GREEN project description of work, as follows:

- Development of Communication and Dissemination Strategy (Task 7.1);
- Development of the project website (Task 7.2);
- Dissemination final conference (Task 4.3)
- Information through scientific papers (Task 7.4)

This report also provides information about the dissemination activities that have already occurred since the start of the project and will be updated until the end of the project.

1.1 Dissemination objectives

The FF GREEN dissemination strategy is designed to raise awareness of project aims and expected results within the scientific community, Serbian local authorities, and the Government; to attract a larger and broader user community to join the FF GREEN consortium for the implementation of the development of a roadmap for households' energy transition to horizon 2050 for selected municipality and make base for replication of new formulated methodology in other municipalities. To achieve this goal, the following objectives have been identified for the FF GREEN dissemination strategy:

- Raising awareness for the development of improving energy management and fostering a decision-making process
- Active participation of sustainable energy management-oriented organizations (both academic and non-academic) in the development and implementation of formulated methodology
- Establishment of communication channels between researchers, decision-makers, and social and market stakeholders
- Dissemination through publication and communication of results.

1.2 Dissemination methodology

The dissemination approach for FF GREEN project is accomplished through activities encompassed by a dedicated work package. The approach to dissemination is designed to fulfill the following action items, which are considered crucial for further exploitation of the FF GREEN project results (see table 1).

Table 1: Dissemination methodology for the FF GREEN Project

Plan	Careful, strategic plan for effectively disseminating and exploiting the project results
Design	Design of comprehensive branding for the FF GREEN project (including logo and web site) and targeted activities and actions to ensure a wide visibility and identification of the project for marketing-driven dissemination
Create	Creation of promotional materials for content-driven dissemination
Distribute	Extensive use of the diversified ways of communication to distribute project-information and materials

Represent	Participation in conferences, and specialized international meetings, attendance at public relations activities, like presentations
Evaluate	Development of strategic evaluation goals
Exploit	Marketing and scaling up of specific components discovered from the FF GREEN project

Our dissemination methodology considers a community of potential users of the FF GREEN main results. The main idea of the FF GREEN project dissemination strategy is to focus on stakeholders. The methodology for developing of stakeholder-oriented dissemination plan is the following:

1. Define general categories of project stakeholders,
2. Define possible potential interest and expectations of stakeholders from the project,
3. Identify possible ways of communication with stakeholders,
4. Identify and list important academic and non-academic stakeholders,
5. Set each stakeholder's potential interest,
6. Determine the method and frequency of communication events with each stakeholder.

2. Project stakeholders and communication plan

This chapter describes in details project stakeholders and plan of communications according to the methodology defined above.

2.1 General categories of project stakeholders

The main stakeholders of the FF GREEN project are municipalities' administration, academia, business, NGOs, and government administration, which can be divided into 3 general categories:

1. Serbian municipalities and their association (Standing Conference of Towns and Municipalities).
2. Education organizations of Serbia (universities/faculties/chairs) that are already participating in the project or can be interested in the replication of new formulated methodology, or utilization of specific tools or databases in other municipalities
3. Business companies, NGOs, and state authorities that are operating in the sphere of sustainable energy management at the municipalities' level, that are policymaking oriented on increasing the capacity of municipalities in sustainable energy management, and that are interested in adopting the FF GREEN project experience.

2.2 Stakeholders' potential interest in the project

Correspondingly to the identified categories of stakeholders, the following points of potential interest in the project can be defined:

1. Introducing a new roadmap for households' energy transition for municipalities' administration.
2. Promoting FF GREEN project outcomes related to sustainable energy management.

2.3 Possible ways of communication

According to defined categories of stakeholders and their potential interest following ways of communication are proposed:

1. Publication in internet resources

- A. Publication on FF GREEN website
- B. Publication on partner faculties web resources
 - Target faculties' (Faculty of Mining and Geology, Faculty of Mechanical Engineering, The Innovation Center of the Faculty of Mechanical Engineering, Faculty of Philosophy, Faculty of Agriculture) websites –
<http://bg.ac.rs/>, <http://www.mas.bg.ac.rs/> ,
<https://www.inovacionicentar.rs> , <https://www.f.bg.ac.rs/>,
<https://agrif.bg.ac.rs/>
2. Hard-copy information materials
 - A. Posters
 - FF GreEN Project poster
 - Target event (course, call for admission etc.) posters
 - B. Booklet, leaflet
 - C. Kick-off meetings
3. Target public events
 - A. Public presentations
 - B. Presentations at relevant scientific events
4. Media coverage
 - C. Newspapers and journals on research & education
 - D. Press-releases

3. Dissemination tools and materials

3.1 Project website

The project website <https://ffgreen.rgf.bg.ac.rs/> was designed to facilitate the dissemination of the project results. On this website, the project activities and results are presented.

The project team provides for the website all relevant information on the progress of the FF GreEN project, including information on organized events, main participators, summaries and reports for public use, etc.

The project team is also actively using web forum facilities for communication among project partners and stakeholders. Information on relevant Conferences, projects, and financial programs is published there to attract academic and non-academic partners.

3.2 Printed materials

To improve the visibility of the project and support promotion companies among stakeholders during project events high-quality printed materials should be used.

Together with the general FF GreEN project poster specific event-targeted posters should be designed for standalone FF GreEN events to widen the range of participating and informed stakeholders:

A leaflet about FF GreEN outcomes should be developed and published to promote it among the target auditorium. In addition, the booklet concerning the Participatory Backcasting training program and implementation in the selected municipality for data collecting should be produced.

3.3 Press releases

To enhance media support of the FF GreEN project in Serbia, the FF GreEN project team prepares and disseminates press releases devoted to the project in local and national media.

4. Publication and communication of results

Publication of results will be delivered in accordance with defined major deliverables listed in the FF GreEN project application.

4.1 Local dissemination

During the whole period of implementation of the FF GreEN project, different kinds of activities related to project visibility will be ensured for academic staff, municipalities, and other stakeholders in Serbia.

Any informational or educational activities will be highlighted on faculties and supporting units' websites. Direct link to FF GreEN web page is provided at UB-FMG web site. Links to the official FF GreEN website will be provided on the consortium faculties' websites.

4.2 External dissemination

The plan for dissemination activities under the underlying goals is based on the FF GreEN project description of work, as follows:

- The project website that will contain all relevant information about the project aims, objectives, realization plan, and progress: RES concerning reports, the guide for the green energy transition in the household sector, reports on workshops, information about the Final conference, published results, etc.
- Special editions based on project outcomes: two monographs for RES utilization in households and proposed backcasting/energy modeling/ABM approach in the energy transition planning
- At least 10 cross-thematic peer-reviewed scientific articles for targeting scientific audiences in open-access international journals
- Organization of The Final Conference in the last months of FF GreEN realization with the presentation of Roadmaps for implementation