



SMILEGOV
**Enhancing effective implementation of sustainable
energy action plans in European islands through
reinforcement of smart multilevel governance**

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Networking & Dissemination Strategy
Deliverable D 6.2

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Part. N°		Partner's name	Short name
CO1		Network of Sustainable Aegean Islands - Greece	DAFNI
CB2		Conference of Peripheral & Maritime Regions	CPMR
CB3		Region Gotland - Sweden	GOTLAND
CB4		Ölands Municipal Association - Sweden	ÖLAND
CB5		Kärđla Town Government - Hiiumaa - Estonia	HIIUMAA
CB6		Saare County Government – Saaremaa - Estonia	SAAREMAA
CB7		European Small Islands Federation	ESIN
CB8		Samsø Energy Academy - Denmark	SE
CB9		Canary Islands Institute of Technology - Spain	ITC
CB10		Regional Agency for Energy and Environment of the Autonomous Region of Madeira - Portugal	AREAM
CB11		Cyprus Energy Agency	CEA
CB12		Local Councils Association - Malta	LCA
CB13		Scottish Islands Federation	SIF

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1. BACKGROUND AND PROJECT SYNOPSIS

Approximately 3.5% of the European citizens live in islands and this percentage increases significantly during the high tourism season, adding pressure to the islands' ecosystems, transport systems, energy systems and water requirements.

The European Treaty in Article 174 has recognised that many of the European islands are suffering from structural handicaps. This leads to population reduction and more particularly the young leaving the islands for better employment and living conditions in the mainland.

SMILEGOV will set up clusters of European islands that will address existing barriers for the implementation of sustainable energy action plans due to the incongruence of different levels of governance. Improving Multilevel Governance (MLG) to this end is the major objective of the project. Sharing of experience between the clusters will also be an important additional component of the project.

SMILEGOV OBJECTIVES

SMILEGOV is to set up clusters of European islands that will examine the **cooperation between different levels of governance** as well as between different clusters in order to support the implementation of concrete actions in the form of sustainable Bankable Projects (BPs) that are part of a broader Islands Sustainable Energy Action Plan (ISEAP).

This will be done within a large area of the European insular regions: The Atlantic (Madeira, the Canaries, and Scotland), the Baltic Sea (Denmark, Sweden, Norway, Finland, Estonia) and the Mediterranean (Italy, Malta, Cyprus, Greece).

The project will also address the lack of resources and expertise, particularly within smaller European island communities and will strive to build capacity with the view to moving forward the implementation of BPs

- By overcoming existing barriers; and
- By proposing solutions to strengthen weak or inefficient cooperation between government levels, wherever they exist.

It will also assist island authorities to find ways to financing sustainable Bankable Projects and to overcoming the reluctance of financial institutions to invest in small and medium-scale projects.

The formation of clusters of islands and the exchange of knowledge at local and regional level, the identification of Strategic Guidelines

for overcoming existing barriers through the assistance of advanced islands, as well as the process of learning from the experience of model areas (“learning from the experts”) will be the guide for the exploration of this path.

MAJOR OUTPUTS & EXPECTED RESULTS

- Build a network of 12 island clusters, identify the needs of European islands and implement programmes for MLG and for capacity building where needed.
- Develop Strategic Guidelines to enhance the implementation of ISEAPs.
- Assist a number of selected sustainable energy, energy efficiency and sustainable transport BPs in participating islands and island clusters to take significant steps towards their implementation.
- Identify & mobilise local, regional, national and European funds and examine alternative financing possibilities (Third Party Financing, Public Private Partnerships, Structural Funds, local financing, etc.) adapted to islands’ specificities.
- Enhance and encourage local participation in investment schemes: Local investment funds, energy cooperatives, ESCOs, RES-sharing models.
- Create new Supporting Structures: Using the experience of the Covenant of Mayors, set up new regional support mechanisms for smaller/weaker islands and enforce liaisons between islands and intraregional structures in the near future with the view to improve intergovernmental relations and local capacity to develop ISEAPs and implement BPs.

In the framework of this project islands will work in close cooperation with their national or regional governments, since the integration of programs and projects are linked with the broader effort for national and Community energy sustainability.

THE SMILEGOV COMMUNICATION STRATEGY:

Is designed to:

- define the communication standards and tools that will ensure the achievement of the communication goals and targets of the SMILEGOV project
- assist the project consortium in deciding the appropriate means for the dissemination of the project objectives and results in reaching the widest possible spectrum of target groups

- support the project consortium in producing promotional and media material that meets the needs of the consortium, civil society and other actors and stakeholders
- help organising seminars and workshops to disseminate the results produced by the project
- create visibility of SMILEGOV in Brussels, building its reputation, through the voice of its members and the media.
- associate SMILEGOV to the EU Sustainable Energy Week, to the Green week and to the Open Days
- aim at closing the gap between Islands and EU Institutions by facilitating a forum of discussion in Europe
- collect and analyse feedback on the usefulness of the results produced by the project
- quantify the results of the dissemination campaign and compare them to set targets

The project also needs to produce high quality material, in line with the expectations of the participants and final addressees of the project. The success of the project mainly depends on the ability of the partners to convince local communities that their transformation into “Smart Islands” is possible and a viable alternative to support their local economic development.

To achieve this, SMILEGOV will develop the following communication deliverables of the project:

- Development of a project’s logo, poster and leaflet (task 6.3)
- Creation of a project website and a Dropbox file as an inter-partner communication channel (task 6.3)
- Electronic newsletters and other electronic material (task 6.4)
- Role, mandate and activities of the Advisory Committees at local level (task 6.6)
- Promotional and dissemination activities (including a European Conference) covering the main objectives of the project dealing with Multilevel Governance challenges, the need for Capacity Building and promotion of the Pact of Islands (task 6.5);
- Press releases, postings in information portals, promotional activities in the media (task 6.6)
- Development of a public project presentation, available for download through the project site, or disseminated through electronic means (task 6.4);
- Presentations to fairs, external conferences, seminars and workshops (task 6.5).

2. OBJECTIVES AND GOALS OF THE NETWORKING & DISSEMINATION STRATEGY

The main Strategy Objective

The main objective of the strategy is to make the project material and results available to the largest possible number of people and to ensure widespread and target oriented dissemination of MLG issues and challenges aiming at overcoming barriers and facilitating the promotion of Bankable Projects (BPs), building local capacity and the adoption of the Pact of Islands (PoI) by newcomer islands.

The purpose of the SMILEGOV Communication Strategy is to:

- Set communication objectives for the dissemination of the SMILEGOV project, and define how to reach target groups
- Describe the promotion and dissemination activities to be developed during the project life cycle to emphasise key messages and meet the objectives set by the consortium, more specifically the dissemination of the message for the need for a more harmonious cooperation between the various levels of government aiming at a more efficient implementation of ISEAPs and BPs
- Describe the instruments and resources (internet, media, conferences etc.) that will be used in order to reach the communication objectives as well as relevant events during which SMILEGOV will be presented
- Ensure a good coordination between the partners in the different communication and dissemination activities
- Convey key messages of SMILEGOV to local, regional and European target groups that are identified in this strategy

Some examples of key messages that may be used in communicating with our target groups:

- **Islands can be weak. Let's turn island weaknesses into strengths.**
- **Islands endure special circumstances:**
 - **There are weaknesses and threats to be overcome.**
 - **There are opportunities and strengths to be exploited.**
- **A sustainable island future is about dealing with the specificities of insularity and making active efforts on sustainable development.**
- **Do you want to join SMILEGOV? Cooperation is smart.**

3. TARGET GROUPS

The project consortium includes 13 partners from 9 EU member states. The main target groups are:

The main groups of stakeholders targeted by the proposed actions of the project are as follows:

1. **Island political authorities** (local, regional) that have supported the concept of the project from its inception as well as policy makers of other island authorities that are in a position to influence sustainability policies in their communities. They are the key stakeholders in improving and ultimately resolving MLG issues

2. **Technical services** of island authorities, **planners, designers and engineers**, as well as **energy agencies** and other experts that have a key role in the development, design and implementation of sustainable energy plans.

3. **SMEs** of island communities (including their insular chambers of commerce).

4. **Industrial stakeholders as investors** that may be interested in developing new business opportunities in emerging markets in island communities.

5. **The financial community** consisting of financial institutions interested in financing sustainable projects as well as private investors that are interested in investing in such projects.

6. **The local society** as citizens they may play a pivotal role in accepting, promoting and investing in sustainable energy projects in their community. **NGOs should also be included in this target group, as they are a vital part of civic society and may also be a useful participant in the Think Tanks.**

7. **Teachers, trainers and educators** from primary school to university and technical education institutions that sensitise the young generation and educate and train it to respond to the needs of a low carbon society.

8. **European officials, Commissioners and MEPs.** Their support from the inception to the execution of this project has been crucial and they will be fully informed.

9. **Local, regional and European media**

Networking and dissemination activities will focus on the key target groups and happen at different levels. European, national and regional policy makers will be addressed, including municipalities, business interest organisations, energy agencies and comparable environmental expertise centres. At the same time, the consortium will try and reach beyond, since the process of implementation will directly involve decision makers, as well as industry, and dissemination will be targeting the scientific community

(Universities, technology institutes) and, by means of all of them, the general public.

The overall objective is to create a comprehensive network/database for distributing information related to the project implementation and results, while identifying key actors and stakeholders in the process of improving MLG and as a result facilitating the smoother and more efficient implementation of plans and actions.

The project partners should actively participate by providing contributions, spreading the SMILEGOV message of good MLG and maintaining active links and contacts with local stakeholders (such as district heating companies, energy planning offices, local transportation authorities or energy advisors, among others).

3.1 HOW TO REACH THE TARGET GROUPS

For target group 1:

Participation in the Think Tank, one to one meetings, workshops and seminars, website.

For target group 2

Capacity building workshops, seminars, invitation to e-learning platform, website.

For target group 3

Capacity building workshops, seminars, local events, website.

For target group 4

One to one meetings, seminars, local events, participation in the Think Tank.

For target group 5

One to one meetings, seminars, local events, participation in the Think Tank.

For target group 6

Local events, Newsletters, brochures, website, participation of NGOs in the Think Tank.

For target group 7

Local events, Newsletters, brochures, website.

For target group 8

One to one meetings, conferences, European events, newsletters

For target group 9

One to one meetings, seminars, conferences, newsletters, brochures

4. THE STRATEGY COMPONENTS

The project will disseminate information in four main directions:

- **Internally** – between the project partners.
- **Within each cluster** – within the participating island authorities involved.
- **Externally** – to new island communities and stakeholders in order to expand and promote the PoI and the implementation of ISEAPs and bankable projects across European islands.
- **Externally – to European institutions**, such as the European Commission, the Committee of the Regions and the European Parliament, that have supported and continue to support sustainable energy island initiatives, the European Investment Bank, European level stakeholders such as NGOs, organisations such as INSULEUR representing islands chambers of commerce and SMEs and other European players such as EREF, EUFORES, EREC, COMO, FEDARENE, CLIMATE ALLIANCE, OCTA, IUCN and others.

Much of the effort is aimed at creating positive attitudes towards facing and resolving MLG challenges and assisting in inducing a "spirit" of engagement and commitment from all government levels.

These activities, addressing the MLG challenge, and thus facilitating the elaboration of ISEAPs and the promotion of bankable projects as well as the building of sufficient local capacity to perform these tasks, would help achieve the objectives of the EU 2020 strategy.

The Steering Committee of the project will approve the dissemination actions with the suggestions of the partners, including the events in which they participate and where the project can be disseminated.

The project partners will keep a record of their communication and dissemination activities related to SMILEGOV (Info Days, presentation at conferences, seminars, etc.) and of the results (press articles, TV reports, etc.). Moreover, the project partners will provide this information including which promotional material has been used during the dissemination activities (press release, newsletter, brochures, factsheet, etc.)

The Communication Strategy has two main components: internal communication between the partners and external communication with all project stakeholders mentioned above and the public at large.

4.1 COMMUNICATION BETWEEN PARTNERS

The Communication Plan defines the strategy, tasks and responsibilities of the partners, whose cooperation in communication activities is key for the success of the dissemination of results. The plan will be updated according to new developments and needs.

The CPMR will be responsible for the dissemination and communication activities of the SMILEGOV project at European level.

Partners will cooperate in communication activities at European level and at their own regional/national level. Each partner has the following communication-related responsibilities:

- Cooperate with the coordinator and with CPMR in communication activities
- Keep regular contact with each other
- Present SMILEGOV in relevant regional and national events
- Manage communications in their local language
- Translate newsletters, press releases, brochures and other dissemination material into their local language and disseminate them
- Forward their contributions for each issue of the Newsletter and review drafts for comments and improvements
- Respond swiftly to requests made by the coordinator and/or the CPMR on communication issues and respect deadlines regarding contributions, cooperation in communication actions, etc. (website, newsletters and other material)
- Send press releases about events where SMILEGOV is presented to be uploaded on the web site
- Keep records of communication activities (seminars and conferences, issued press releases, etc.) and media impact in their own local areas. These archives are essential for the evaluation of the project.

The regional partners in each of the project's islands will nominate press and media contact person, i.e. an Information Officer (IO) who will be responsible for all local and regional dissemination activities.

All drafts of deliverables, minutes of meetings and teleconferences as well as other project-related material is regularly uploaded on the **internal communication forum** for review and comments by all partners before they are finalised and ready for submission as final deliverables.

This system simplifies document management by providing the administrators with a workflow for each document (proposal, review, final version) and helps in the organisation of internal meetings and teleconferences.

4.2 COMMUNICATION WITHIN A CLUSTER

Each cluster leader has the responsibility to coordinate the work within their cluster. It is therefore important that an efficient communication plan is developed and implemented within each cluster in order to complete all tasks and objectives of the cluster.

More specifically:

- Coordinate inter-cluster meetings and teleconference activities
- Coordinate training and capacity building activities
- Coordinate and support MLG activities within the cluster and provide all support and capacity building activities necessary to learning islands

4.3 EXTERNAL COMMUNICATION

In addition to communication between partners, the SMILEGOV communication strategy aims at reaching the largest possible number of other actors and the public at large. Direct communication foresees permanent contact with a variety of stakeholders, which implies presentations of the project as best practice in all relevant fora (seminars, conferences, info days or smaller targeted meetings).

Targeted dissemination activities will allow promoting and raising interest in the action among the European target groups and through its contacts with EU institutions, NGOs and networks.

Through a variety of events the partners will be able to provide information directly to those who should eventually benefit from the project results and enable them to discuss specific issues with the partners. SMILEGOV will specifically target events taking place in each island region, in Brussels or in any other EU country, using them as a good opportunity to show the efforts and results of the project.

4.3.1 AT LOCAL/REGIONAL AND NATIONAL LEVEL

All project partners will be responsible to organise dissemination activities and events in their regions as well as at national levels.

Proper dissemination and public awareness campaigns, workshops and meetings with other regional and national stakeholders, if necessary, will be organised within every cluster of islands in order to inform the main stakeholders as well as the general public on the advantages and the societal benefits of the implementation of the selected actions.

The main objective here is to inform and involve local/national stakeholders and the broader public during all phases of the project, but particularly in the benefits of resolving MLG challenges that will make ISEAPs, the promotion of bankable projects, the build-up

of local capacity to carry out plans and actions and discussions/debates on the added value of SMILEGOV.

Dissemination activities will be conducted along two major axes:

- the involvement of the local civic society in a continuous exchange of views and discussions with particular emphasis in understanding and resolving MLG issues and challenges; and
- the organisation of local/regional events to disseminate the project objectives and results.

It is expected that all partners will engage the Think Tanks in frequent meetings (5 at a minimum) where they will present, discuss and actively debate all aspects of the project.

Furthermore all partners will be responsible to participate in local/regional/national events, workshops, fairs and conferences on sustainable energy issues and present the project.

It is recommended that partners who organise local events:

- Advertise the event in the local press and on their own websites
- Invite a local personality as the moderator
- Prepare a clear agenda
- Prepare publicity material for the event (poster, brochures, copies of newsletters etc.
- Keep a list of attendance
- Take photos of the event
- **Take a video of the event and post it on YouTube**
- Make a summary note with the main points raised and the main conclusions & recommendations of the meeting

Where an island community has signed both the Pact of Islands and the Covenant of Mayors, common dissemination activities should be pursued in order to avoid confusion on the objectives of the two initiatives. Dissemination material will display both logos and will use a common language.

All partners will submit detailed plans for their local/regional/national dissemination activities for the promotion of the project no later than 60 days after the adoption of the Communication Strategy. The partners will report regularly to the coordinator giving details of their dissemination activities and events. Reports on these activities will be included in the project website, on the Dropbox site and in the reports to the European Commission.

4.3.2 AT EUROPEAN LEVEL

The CPMR with a significant presence in Brussels will conduct a European dissemination campaign to promote the objectives of the project. Furthermore the CPMR officers will promote the project within the European institutions. In this framework, one European

Conference will be organised in 2015 with a target of 80 participants. The aim of the conference will be to assess and discuss the results, achievements and challenges of SMILEGOV, further promote the Pact of Islands and the project's outputs at European level and increase the project's range and island coverage.

ESIN will also contribute to the dissemination of the project at European level through its network of small islands. DAFNI, as co-ordinator, will maintain an overview of all European dissemination activities.

Direct communication activities at European level will include the following:

Active participation of the consortium in European level events such as (but not limited to):

- Green Week:

The European Commission's DG Environment organises every year the "Green Week", where conferences and exhibitions present the most relevant environmental and sustainable development activities in the EU. The project will be presented and promotional material will be distributed among the expected 4.000 attendees in 2014 and 2015. The event provides a unique opportunity for debate, exchanges of experience and best practice among non-governmental organisations, businesses, various levels of government and the public.

- EU Sustainable Energy Week

Under the umbrella of the Sustainable Energy Europe Campaign (SEEC), the European Commission's Directorate General for Energy, the European Institutions, the EU Presidency and major stakeholders concerned with sustainable energy organise the annual EU Sustainable Energy Week (EUSEW).

To the extent that the 2014 EUSEW will take place in Brussels and in other cities across Europe, SMILEGOV will actively participate.

- OPEN DAYS – European Week of Regions and Cities 2014

The European Week of Regions and Cities is the biggest annual event in the EU regional policy calendar and covers regions and cities from 32 countries. SMILEGOV will present its progress during the 2014 Open Days in Brussels.

- European Parliament

SMILEGOV has already established important contacts with members of the EP, particularly those elected in island regions, who have already been informed about the project, were invited and participated in the event. The European Parliament has also offered to organise an event where all interested members will be invited to attend a half-day meeting promoting the project objectives.

- European Commission

The consortium will contribute to the dissemination of SMILEGOV among the European Commission's DGs and representatives. In particular, advocacy activities will be organised and the partners will be invited to participate in seminars, info days and international conferences organised by the Executive Agency for Competitiveness and Innovation (EACI), as well as by the Directorate General for Energy and DG Environment.

- Committee of the Regions (CoR)

The project will be disseminated at targeted CoR events that take place at European level.

- CPMR Conference of Peripheral and Maritime Regions

The Conference was founded in 1973 and includes over 160 regions in EU and nonEU countries.

In particular, the Islands Commission of the CPMR and the Energy Working Group have already been extensively informed about the project and a resolution of the Islands Commission was issued during its 2010 General Assembly in the Azores at the end of May 2010 supporting the project and encouraging all island authorities-members of the Islands Commission to sign the PoI at the earliest possible time.

- The Covenant of Mayors

The consortium has already established strong links with the Covenant of Mayors Office in Brussels and will continue to do so during the life of the project.

- The COOPENER project and other relevant projects that deal with Local Energy Leadership

The consortium has already establish contacts with the COOPENER project and will continue to work together in matters of common interest such as the European Survey and common dissemination activities.

4.4 COMMUNICATION TOOLS

Communication and dissemination is complemented by a series of additional tools that are designed to continuously provide information on demand. In addition to the project web site, which is the main communication tool (see below), the following electronic and printed tools will be used extensively during the life of the project:

4.4.1 Project identity and website

The design and adoption of project logo (D6.3) has already been chosen and adopted. A dedicated project website (D6.4) and a poster (D6.5) are under development. The website will be the main communication channel to the outside world. It will be a fully

dynamic website, with a flexible multi-menu administration site allowing the website administrator to structure and freely modify all menus. It will contain at a minimum:

- Information about the project including a **home page** with:
 - A project summary
 - Quotes that are useful for the advancement of the SMILEGOV objectives
 - Links to
 - Workshops
 - E-Learning
 - Webminars
 - The Pact of Islands
 - Capacity building activities
 - The Coopenergy project website
 - The library
 - Latest news
- Information about the project including
 - Ideas and keywords
 - The project in a nutshell
 - Expected outputs
 - Achievements
- Information about the project partners, links to their web pages and contact details
- Information about the project clusters
 - Cluster formation
 - Cluster meetings
 - Cluster training activities
- Information about capacity building activities
- Contact points for comments, advice, suggestion, exchange of experiences etc.
- News, including:
 - Events
 - Island news
 - EU news
 - Coopenergy project news
- Links
 - to the Covenant of Mayors website
 - to relevant projects websites
 - to relevant EU websites
 - other useful links
- A subscription form for the project's Newsletter

The project website will be maintained active and updated for a minimum of 3 years after the end of this project.

A conservative target of 5.000 hits has been met and surpassed during the first 2 months of the life of the project. In September 2013 the number of hits were over 40.000.

4.4.2 Electronic Newsletters and project related publications

At least five electronic Newsletters (deliverables D6.6 to D6.10) will be produced. One project leaflet (D6.11), as well as technical reports, guideline documents and other dissemination deliverables will be made available in electronic form and will be printed as needed.

Project related publications in electronic, as well as in printed version that will include:

- A project leaflet in the form of an A4 size triptych that will introduce the project and its objectives; the leaflet will be developed in English and translated at least into 5 additional languages: Greek (DAFNI), French (CPMR), Estonian (Kardla/Saare), Spanish (ITC) and Portuguese (AREAM). For partners Region Gotland (SE), Ölands (SE), Samsø Energy Academy (DK), Cyprus Energy Agency (CY), Local Councils Association (MT) and Scottish Islands Federation (UK) a translation will not be required. ESIN will also provide translation of the leaflet in languages of its networks that will be deemed necessary and are not covered by other partners. In total the leaflet will be printed in 6.550 copies.
- Presentations in at least 7 conferences and workshops
- Announcements in the media
- 1 public project presentation, available for download through the project website, or disseminated through electronic means

The dissemination deliverables of common interest to all partner islands (newsletters, brochures, technical reports, etc.) that will be produced during the project life will be available for downloading from the website and for printing in English and when needed in the partners' languages.

Selective dissemination deliverables of common interest to all partner islands (newsletters, brochures, technical reports, etc.) that will be produced during the project life will be available at the discretion of the partners in the following languages:

- English
- Estonian
- Danish
- Greek
- Portuguese
- Spanish
- Swedish.

4.4.3 Local Networking and Public Awareness Campaigns

This task foresees the local dissemination and public awareness campaigns in every participating island or group of islands in order to inform the main stakeholders as well as the general public on the advantages and the societal benefits of SMILEGOV.

The Strategic Guidelines and the Manual for Sustainable Energy projects Implementation (WP4) are one of the major outputs of the project. Proper local dissemination and public awareness campaigns, meetings with National authorities if necessary, will be organised within every cluster of islands in order to inform the main stakeholders as well as the general public on the advantages and the benefits of the implementation of the selected actions and the new potential for the acceleration of sustainable energy and/or transport projects.

At least **1 meeting** with the National authorities will be organised by the respective partner in each country in order to inform them about the Strategic Guidelines developed and how these can accelerate the implementation of specific sustainable energy projects.

Each cluster leader will disseminate the project locally (within the cluster). This will be done through the local press and will also involve the Think Tanks. In total 30 announcements will be submitted to the media, e.g. press releases, postings in information portals, promotional activities in the media. In addition, an advisory committee will be established per cluster, comprising of key members of the administration and the market (e.g. regional / national authorities, financial institutions) that will assist the cluster leader in the relevant tasks. The Think Tanks will meet at least at a bi-annual basis (**5 meetings**), and will be involved in the development of the Manual for Sustainable Energy projects Implementation per country. Each campaign will be organised and coordinated by a communication officer that has already been appointed within the team of each partner.

At European level, the plan is the same, through maintaining contacts and regularly informing European level organisations, NGOs and financial institutions and information meetings to inform EU officials and MEPs.

4.4.4 The Media

The consortium will support the project through the publication of articles in the traditional media and specialised journals and bulletins that can represent a good platform for the dissemination of the SMILEGOV objectives and results. CPMR will be in charge of press releases in English to be distributed to the press. It is particularly important to reach visibility in publications, web pages

and press releases of those European Institutions and organisations specialised in renewable energies, such as EACI, EREC, EREF, FEDARENE and other relevant institutions.

The partners will mainly target pan European, regional, national and local media. CPMR will be in charge of the European media, while each partner will address its own regional and local media. Local partners will also be encouraged to distribute press releases on the case studies, since it could be the best way to reach general audiences. CPMR would publish these press releases and their translation to English on the project website and distribute them at European level.

CPMR will also encourage the partners to promote the project among their local and regional television public and private services. Moreover, the service Europe by Satellite, the digital channel (via Internet and satellite) of the European Commission will be contacted in order to present information on SMILEGOV with a view to the possible dissemination of its results by the network of journalists that use these services every day.

The following list provides some of the most distinctive specialised media that will be contacted:

- European Union:
 - Agence Europe
 - Euroobserver
 - **The Parliament Magazine**
 - Euractiv
 - EIS (Europe Information Service)
 - Aquí Europa
 - **European correspondents of the main agencies and media from the countries being part of the project**
 - European Voice
 - New Europe

- Local media
- National Media

4.5 DISTRIBUTION OF DISSEMINATION TASKS TO EACH PARTNER

Partner	Task(s) for this partner organisation	Related to Task N°
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CPMR	WP leadership	All
CPMR	Development of Islands strategy communication paper	6.1
CPMR	Development of a networking & Dissemination strategy	6.2
CPMR	Development of the project's identity	6.3
CPMR	Development of electronic newsletters and A4 triptych	6.4
DAFNI, CPMR, Region Gotland, Öland, Käröla Town Government, Saare County Government, ESIN, Samsø Energy Academy, ITC, AREAM, CEA, LCA, SIF	Contribution in the development of the electronic newsletters	6.4
DAFNI, CPMR, Region Gotland, Öland, Käröla Town Government, Saare County Government, ESIN, Samsø Energy Academy, ITC, AREAM, CEA, LCA, SIF	Presentation of the project in at least 1 conference / workshop per cluster and in the media within the clusters	6.4
CPMR, ESIN	Organisation of European dissemination activities	6.5
DAFNI	Overview of all dissemination activities	All
DAFNI, CPMR, Region Gotland, Öland, Käröla Town Government, Saare County Government, ESIN, Samsø Energy Academy, ITC, AREAM, CEA, LCA, SIF	Implementation of cluster networking and public awareness campaign	6.6