



NAVARRA, A REGION SUPPORTING THE SUSTAINABLE ENERGY

D8.1 Communication Plan

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1 Communication Plan

The SustaiNAVility project needs a dissemination and communication plan in order to achieve the proposed objectives. The Communication Master Plan is a tool for all the SustaiNAVility project partners, who use it as an organisational tool, and the European Commission, who uses it as a guidance document. The plan emphasises the adequate communication activities and means to achieve the targeted goals, and follow an efficient timetable.

2 Elements

The Communication Plan contains the following elements:

- ✦ Headline project information and key messages by audience segment.
- ✦ Identification and classification of main target audiences and communication channels.
- ✦ Project branding guidelines: visual and written identity.
- ✦ Implementation plan and timeline.
- ✦ Roles and responsibilities of partners.
- ✦ Establishment of a network of dissemination and communication ambassadors and spokespersons within the project, linked to the relations with other projects.

2.1 Headline project information and key messages by audience segment






Table 2-1

Headline project information	Key messages	Audience segment
Public investments in Sustainable energy projects	<ul style="list-style-type: none"> - Buildings or facilities with high energy efficiency - Low power public lighting - Electric supply with renewable energy - Possibility of participatory projects with citizens 	Local entities and Non-profit entities
Investments in Public Housing rehabilitation	<ul style="list-style-type: none"> - Energy consumption reduction - Energy bill reduction => Energy poverty - Emission reduction - Improvement of comfort in homes 	Social housing users
Investments in Energy Rehabilitation in Social Housing Neighbourhoods	<ul style="list-style-type: none"> - Energy consumption reduction - Energy bill reduction - Emission reduction - Improvement of comfort in homes 	Social housing users






Headline project information	Key messages	Audience segment
Investments in energy efficiency of companies	<ul style="list-style-type: none"> - Energy consumption reduction - Product cost reduction - Emission reduction - Corporate image 	Industries
Energy Balances of Navarre	<ul style="list-style-type: none"> - Renewable production increase - Energy consumption reduction - Emission reduction 	General Public
Training and capacity building	<ul style="list-style-type: none"> - Legislative and regulatory update on energy matters - Ideas for the development of self-consumption 	Professionals

2.2 Identification and classification of main target audiences and communication channels

2.2.1 Target audiences

-  Local entities and non-profit entities: Public sector
-  Social housing users: Residential sector
-  Industries: Industrial sector
-  General Public: Society
-  Professionals: Energy companies

2.2.2 Communication channels

-  Internet: sustainAVility website and GNAV website
-  Press conferences: sustainAVility launching event, Energy Plan Service presentations (GNAV investments, Energy Plan of Navarre documents)
-  sustainAVility presentation to the industrial sector. AIN arranged this event in 2018. It was announced among their industrial members.
-  Publication of aids on energy efficiency measures, implementation of renewable energies and electric mobility to local entities and non-profit entities in the Government of Navarre newsletter
-  Local events presenting the aids on measures of energy efficiency, implementation of renewable energy and electric mobility to local entities and non-profit entities. These events are organised and announced to the local agencies of Navarre every year. In turn, these agencies disseminate them to local entities in their area.

2.3 Project branding guidelines: visual and written identity

GNAV issued the project Visual Identity Manual in September 2018, including trademark identity / logo, corporative colours, fonts, versions, correct and incorrect uses, applications (roll-up, letters, envelopes, business cards, folders, stickers, ppt templates, social networks, e-signature, etc).

The following logo has been developed:











In addition, templates to be used by all partners have been designed.

2.4 Implementation plan and timeline

The implementation plan is being developed during the sustainAVility project period, from February 2018 to January 2021.

Below the communication activities timeline is exposed:

-  The sustainAVility website was uploaded at the end of July 2019 (M18). It is an operational tool during the sustainAVility project.
-  The sustainAVility project is present in the GNAV website during all project.
-  The sustainAVility launching event was carried out at the beginning of the project (M2).
-  Energy Plan Service presentations (GNAV investments, Energy Plan of Navarre documents) are carried out every year.
-  The sustainAVility presentation to the industrial sector was carried out at the beginning of 2018, in order to promote the implemented measures in the industrial sector during the subsequent semesters.
-  The Publication of aids on energy efficiency measures, implementation of renewable energies and electric mobility to local entities and non-profit entities in the Government of Navarre newsletter is made every year.
-  Local events presentations of aids on measures of energy efficiency, implementation of renewable energy and electric mobility to local entities and non-profit entities are made every year in diverse locations
-  Communication at national and international level: sustainAVility project is being presented in diverse national and international events during all project period.

2.5 Roles and responsibilities of partners

Government of Navarre is the coordinator of sustainAVility project. Furthermore, GNAV is also the lead partner of all WP-8 Communication and Dissemination tasks. GNAV is directly responsible for tasks 8.1 (Communication Plan) and 8.2 (Communication tools) and participates with other partners in tasks 8.3 (Communication at regional and local level), 8.4 (Communication at national and international level), 8.5 (Interaction and synergies with other projects), 8.6 (Final publishable report) and 8.7 (Contribution to DEEP).

NASUVINSA participates with other partners in tasks 8.3 (Communication at regional and local level), 8.4 (Communication at national and international level), 8.5 (Interaction and synergies with other projects), 8.6 (Final publishable report) and 8.7 (Contribution to DEEP).






AIN participates with other partners in tasks 8.3 (Communication at regional and local level), 8.4 (Communication at national and international level), 8.5 (Interaction and synergies with other projects), 8.6 (Final publishable report) and 8.7 (Contribution to DEEP).

CENER participates with other partners in tasks 8.4 (Communication at national and international level), 8.5 (Interaction and synergies with other projects), 8.6 (Final publishable report) and 8.7 (Contribution to DEEP).

ZABALA participates with other partners in tasks 8.5 (Interaction and synergies with other projects), 8.6 (Final publishable report) and 8.7 (Contribution to DEEP).

2.6 Establishment of a network of dissemination and communication ambassadors and spokespersons within the project, linked to the relations with other projects

A network of dissemination and communication ambassadors and spokespersons within the project has been established among all partners. Each partner is being represented by different members:

-  GNAV: Martín IBARRA; Óscar FERNÁNDEZ
-  NASUVINSA: Idoia MADARIAGA; Isabel IZCUE; Beatriz SAN MARTÍN; Borja BARREDO; Gabriela SOSA; Raquel ZULAICA; Ignacio LES
-  AIN: Natalia ORTEGA; José María SOTRO; Jose Joaquín ERICE
-  CENER: Miren Edurne LÓPEZ; Javier LLORENTE; Inés DÍAZ
-  ZABALA: Juan SANCIÑENA; Igor IDARETA

It is expected that all partner members disseminate, communicate and exchange relevant information within the project.

In turn, the sustainAVility project is related to various projects in which its members participate. The following projects stand out: LIFENADAPTA; PROBIOMASSE; STARDUST.

- ✦ LIFENADAPTA has a line regarding an energy information system for public facilities and buildings which is used in sustainAVility.
- ✦ PROBIOMASSE is a project regarding biomass.
- ✦ STARDUST is a project regarding electric mobility.



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sustaiNauvility

PARTNERS



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