

sustaiNativity

NAVARRA, A REGION SUPPORTING THE SUSTAINABLE ENERGY

D8.4 Communication material

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PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)








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1 Communication materials

The sustainAVility project is elaborating information leaflets, brochures, communication materials and other relevant documents.

The dissemination material which is being used is detailed below, although this list is not exclusive as opportunities often present themselves as time goes by.

-  Dissemination printed materials: Post-its, Leaflets and Posters are used to reach general public as well companies and public authorities. They are contributing to enhance the impact of the events and to increase information and awareness about the project. These materials are being available in the website. All the materials can be elaborated in English and Spanish as needed.
-  News and interviews: articles are being published in the website and are being distributing to the European regional and local Media.
-  There is also a contact person for the media in charge of offering interview and other coverage opportunities.
-  Events: Webinars, workshops, conferences and other events are being organised in order to promote the exchange of ideas, the debate, the networking and the dissemination of the project and other related initiatives.
-  Social Media: The social networks (i.e. LinkedIn and Twitter) are being used to promote the impact of the activities.
-  On line training Guides in EE Projects.
-  sustainAVility website: It was uploaded at the end of July (M18).It is explained more precisely in the 8.3 deliverable – Project web page.

Communication materials are prepared by all Consortium partners for every task which is needed.

2 Templates and languages

2.1 Templates and key documents

Templates and key documents have been designed to ensure the coherence of all documents and presentations. These are being used by the partners both for internal and external communication issues.

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 was developed:



2.2 Languages

All the communication materials, including webpage, leaflets, etc. are being elaborated not only in English, but also in Spanish and Basque and distributed in campaigns and events.

3 Diffusion

Communication materials are designed for their diffusion, which is being fundamentally online. Most of them are being uploaded in the sustainAVility website once they are made.

The website is including a Media section with press releases, articles, interviews and other communication materials. The Consortium is promoting their publication in different newspapers, TV channels, radio and Internet, and offer coverage and interview opportunities to the press with a view of other stakeholders replicating the energy investments.

Below is the sustainAVility website URL where the referred communication materials can be found:

<https://www.sustainavity.eu/>

Furthermore, there are references to sustainAVility project in the Consortium partners' websites. The respective URLs are shown below:

 GNAV:

https://www.navarra.es/home_es/Actualidad/Sala+de+prensa/Noticias/2018/03/05/Proyecto+Sustainavity.htm

 NASUVINSA:

<https://www.nasuvinsa.es/es/servicios/innovacion/sustainavity>

 AIN:

<http://www.ain.es/archivo-proyectos/sustainavity-eficiencia-energetica/>

Apart from these Consortium partners' websites, there are media websites where news and videos on sustainAVility project have been published. Below the respective URLs can be found:

 News:

<https://www.europapress.es/navarra/noticia-programa-sustainavity-impulsa-rehabilitacion-energetica-4315-viviendas-cinco-localidades-20190215134441.html>

<https://www.noticiasdenavarra.com/2018/03/05/economia/sustainavity-navarra-ahorrara-mas-de-3-millones-al-ano-en-gasto-energetico>

<https://www.diariodenavarra.es/noticias/navarra/2019/02/15/plan-rehabilitacion-energetica-315-viviendas-municipios-comarca-pamplona-635102-300.html>

 Videos:

<http://www.rtve.es/alcarta/videos/telenavarra/nav-20190215155501info-2/4990882/>

Despite the fact that diffusion is being fundamentally online, there are also communication materials which are printed and later distributed among stakeholders, especially in events which are regularly arranged.



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PARTNERS



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