

Communication and Visibility Plan

1 Introduction

The aim of the Project *Biomass Energy & Energy Efficiency Technologies as Sustainable Energy Solutions for Georgian CoM Signatories* is to enhance Georgian CoM signatory cities/municipalities capacities in climate change mitigation and fulfilment of sustainable local energy policy through implementation of investment projects in line with their Sustainable Energy (Climate) Action Plans (SE(C)APs

Specific objectives of this Project are following

- To promote introduction of energy efficiency measures as well as use of renewable energy sources by implementing complex pilot investment projects in Georgian municipal buildings;
- To promote renewable energy production and use by utilising locally available biomass and applying innovative technologies in above mentioned pilot Georgian municipalities;
- To assess the possibility and initiate the establishment of renewable energy supply chain in the selected municipalities for ensuring long-term public service (supplement of biomass sources) between public and private sectors;
- To support local authorities in improving their energy security, diminishing dependence on imported fossil fuels, reducing GHG emissions, and improving their citizens' quality of life;
- To strengthen the capacity of selected pilot Georgian municipalities in implementing SE(C)APs and sustainable energy investment projects;
- To raise awareness on CoM policy and sustainable energy investment projects and promoted their replication in other Georgian municipalities, in particular CoM signatories.

The project implementation is comprised from the following activities:

Activity 1: General Coordination & Management

Activity 2: Selection of two pilot municipal/public buildings in consultations with co-applicants and performance of their energy audits

Activity 3: Complete thermo-modernization of two selected pilot municipal/public buildings by applying sustainable clean energy and energy efficiency technologies and use of local renewable energy resources

Activity 4: Establishment of renewable energy (biomass) supply chain in pilot Georgian CoM municipality;

Activity 5: Capacity Building and Awareness Raising Campaigns

Activity 6: Information Dissemination and Visibility of the Action


Activity 7: Performance, monitoring and commissioning of sustainable investment projects.

2 Objectives

2.1 Overall Communication Objective(s)

The overall purpose of this communication strategy is to ensure that information is shared to the appropriate audiences on a timely basis and through the most effective means through;

- Established mechanisms for effective and timely communication with project stakeholders and target groups;
- Increase EU visibility and CoM initiative to the project stakeholders and general public
- Increase Awareness of project stakeholders on locally available renewable biomass resources and their sustainable utilization to meet energy needs, resulting in decrease of CO2 emissions, improved quality of life;
- Promotion of the project achievements as best practices of sustainable energy solutions which contribute to the implementation of the Telavi 's SECAP

 Coordinating all levels and types of communication in relation to the project.

2.2 Target Groups

Please specify the target groups relevant for your project. Differentiate between beneficiaries and target groups for dissemination.

- 1) Direct Beneficiaries: Telavi City Hall local authorities; Municipal Service providers: Users of theselectedrenovated public buildings;Businesses-local wine growers;
- 2) Stakeholders (Winemakers' Association;Other Georgian CoMsignatories;Public and non-governmental organizations that disseminate the ideas of clean energy, environment & climate friendly technologies; Donors active in the region and interested in financing projects envisaging implementation of RECP measures; International Finance Institutions);
- 3) General Public
- 4) Multipliers (Media: national, regional and local mass media, specialized in economic development, energy and environment; Media: national, regional and local mass media, specialized in economic development, energy and environment)

2.3 Specific Communication Objectives

- 1) **Direct Beneficiaries:** *To ensure that beneficiaries are aware of the impact the project's activities have on their specific situation, as well as who is providing this support.*
- 2) **Stakeholders:***Increase Awareness of project stakeholders on locally available renewable biomass resources and their sustainable utilization to meet energy needs, resulting in decrease of CO2 emissions, improved quality of life;Increase EU visibility and CoM initiative to the project stakeholders and general public*
- 3) **General Public:** *To raise awareness about how the project activities areimproving livesof people in Telavi municipality and make them aware of project implementing and funding partners.*

3 Communication Activities

3.1 Communication Tools

Please provide a list of the main communication tools you have chosen. Explain the advantages of particular tools (media, advertising, events, etc.) within the local context.

Website- Project partners’ websites, CoM East &CoMDeP sitesEU4Energy portal;
Facebook- Project partners’ CoM East &CoMDePfacebook;s;
You Tube - EEC Georgia You Tube channel; CoM-DeP channels;
Info sheet- Partners’ websites (electronic version), printed version;
Leaflet- Dissemination during events: conferences, seminars, trainings, exhibitions;
Banner- seminars, trainings, events;
Thematic Brochure- Disseminated among selected 2 buildings’ users/owners, municipality employees, other building owners,during events: conferences, seminars, trainings, exhibitions;
Video film- TV (local/regional), partners’ websites, EU Mayors Channel, partners’ Facebooks;
Media kit- Press events;
Interviews and Comments- Personal contacts, Press events & publications, TV, radio, articles in media;
Presentations- Conferences, seminars, trainings;
Promo-items:certificates, T-shirts, etc. duringevents of Sustainable Energy Days, etc.- Dissemination at Sustainable Energy day events, seminars, trainings, exhibitions, final project launch event.

3.2 Communication Plan

Provide a detailed communication plan for the entire duration of your project. Make sure you fill in the activities in chronological order (or mark them "continuous").

Add lines as necessary.

Activity Number	Activity	Time	Message	Target Group	Communication Tool (see 3.1)	Expected Impact
1	Production of introductory information sheet with key information on the Project: donors, partners,	March 14,2018	Key information about the project: objectives, activities, expected	Project Stakeholders	Info sheet	Better knowledge of project stakeholders on the project and

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	objectives, planned activities and expected results.		results;			expected results
2	Project Banner	End of April 2018	Title of the project; project Donors and partners logos;	Direct beneficiaries; Stakeholders; General public; Media	Project Banner	Banner will ensure the Project visibility
3	Display® posters will be produced upon selection of the 2 public buildings to show initial state of buildings' energy performance as well as after completion of application of planned clean energy technologies in the buildings	Upon selection of 2 buildings- June 2019; 2-d Display poster will be developed at the end of the 2-d year and the 3-d by the end of project-Dec.2020;	Posters will contain annual energy & water consumption	Direct beneficiaries; Stakeholders; General public- parents and kindergarten visitors;	Display® posters	Display® posters will enable to compare energy & water consumption before and after project implementation
4	Three types of Informational leaflets related to the implemented measures		First- introductory general; Second- general EE measures in buildings Third-Biomass Energy	Direct beneficiaries; Stakeholders; Gen. public-Media	Leaflets	Leaflets will increase awareness of various target groups on project activities, applied technologies and expected results
5	Production of 3 types of brochures covering energy efficiency and renewable energy technologies	Brochures will be produces in the course of project implementation 2019-2020	brochures will cover implemented energy efficiency measures in the selected municipal buildings and application of local renewable energy source-biomass resource for heating	Direct beneficiaries; Stakeholders; Gen. public-Media	Brochures	Brochures will increase awareness of various target groups on project activities, applied technologies and expected results
6	Stands describing applied technologies to be	End of the	Stands will contain specific information on the applied	Direct	Information stand	Increased

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	developed for the 2 buildings and displayed in the buildings	works in each building	energy efficiency measures and renewable energy technologies introduces in 2 kindergartens	beneficiaries; Stakeholders; General public- parents and kindergarten visitors		knowledge among project beneficiaries, stakeholders and visitors on EE and RE technologies applied on sites
7	Presentation of project, objectives, activities and expected results;	Mid March 2018	Familiarize project beneficiaries, stakeholders, media with the project activities, responsibilities of partners and expected results	Stakeholders; Project partners, donor organization, media	Project events- kick-off meeting, project launch	Increased knowledge among project stakeholders, partners, donor and media about planned activities, expected results
8	Media Activities Press briefings -	Project launch, important meetings, events in the course of project implementation, Project final event	Inform media representatives	Media	Press releases, media kit	Increase awareness and knowledge of media on EE & RE technologies and dissemination information on these technologies via media
9	Update of project information on web	Regularly	Project progress update	Direct beneficiaries; Stakeholders; Project partners, donor;	Brief project updates, photo material	Increased knowledge among Direct beneficiaries, Stakeholders, Project partners, donor on project progress and achievements
10	Dissemination of the information on project activities via social accounts	Regularly	🚩 Biomass Energy & Energy Efficient	Direct beneficiaries;	Brief information on major events,	Increased knowledge among

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	of project partners		Technologies as Sustainable Energy Solutions for Georgian CoM Signatories” is the project funded by the European Union under the EU4Energy Initiative 🚧 EU funded project assists Telavi local authorities to address local sustainable energy challenges through utilization of locally available renewable biomass residues; 🚧 EU funded project supports Georgian CoM signatory Telavi to implement Sustainable Energy Action and Climate Plan and make the city (municipality) smart and resilient 🚧 EU funded project helps make your city cleaner and more comfortable 🚧 Project will make Telavi be distinguished among other winemaking regions as one successfully utilizing grapevine residues for energy and substitute fossil fuels.	Stakeholders; Project partners, donor; General public; media	photo material	Direct beneficiaries, Stakeholders, Project partners, donor, general public, media on project major achievements
11	Organization of events of Annual Sustainable Energy Days	June 2018 June 2019 June 2010		Direct beneficiaries; Stakeholders; Project partners, donor; General public; media	educational, cultural and sporting events (seminars, trainings, competitions, exhibitions, performances, marathons &etc).	Increased knowledge among Direct beneficiaries, Stakeholders, Project partners, donor, general public, media on benefits of application of EE &RE technologies for the benefits of citizens and environment
12	Short Documentary film	End of project	Benefits of thermo-	Direct	Video film	Increased

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	describing all stages of the project development and 30 seconds trailer	2020	modernization of the 2 municipal buildings and application of local biomass resources for heating	beneficiaries; Stakeholders; Project partners, donor; General public; media		knowledge among both stakeholders and general public on benefits of application of EE & RE technologies in municipal buildings
13	Project Final Event	Nov-Dec 2020	Presentation and summary of archived results	Direct beneficiaries; Stakeholders; Project partners, donor; General public; media	Final event	Increased knowledge and appreciation among both stakeholders and general public on benefits of application of EE & RE technologies in municipal buildings

3.3 Indicators

How will the achievement of communication objectives be measured? Provide clear and measurable indicators for the activities planned for each target group. Include information on feedback that will be collected from participants during events. Add lines as necessary.			
Target Group	Activity (see 3.2)	Indicator(s)	How will the indicator be measured?
Project Stakeholders	Project info sheet	Number of copies printed and disseminated via mail	List of participants in kick-off meeting; e-mail mailing list
Direct beneficiaries; Stakeholders; General public; Media	Project Banner	Number of events where displayed	Events photo and video material; TV news
Direct beneficiaries; Stakeholders; Gen. public- parents and kindergarten visitors;	Display® posters	Number of posters displayed in municipal buildings	Photos of buildings with posters on the wall; number of building employees and visitors a day;
Direct beneficiaries; Stakeholders; Gen. public-Media	Leaflets	Number of leaflets printed; number of electronic leaflets disseminated	List of participants of the events; mailing list for dissemination of leaflets;
Direct beneficiaries; Stakeholders; Gen. public-Media	Brochures	Number of brochures printed; number of electronic brochures disseminated	List of participants of the events; mailing list for dissemination of brochures;
Direct beneficiaries; Stakeholders; Gen. public- parents and kindergarten visitors;	Information stand	Number of stands displayed	Photos of buildings with stands fixed on the walls; number of building employees and visitors a day;
Stakeholders; Project partners, donor organization, media	Project events-	Number of events	List of participants; Event reports, Photo and video material covering event; Media coverage of events;
Media	Media briefings at project events	Number of Press releases and media kits	Press releases; Media coverage of events
Direct beneficiaries; Stakeholders;	EEC and project partner Web pages	Number of project updates	Project updates: Photo material on EEC website and project partners

Project partners, donor;			website
Direct beneficiaries; Stakeholders; Project partners, general public	EEC and project partner facebook	Number of posts; Audience reached (number of likes, shares)	Facebook post, photo albums
Direct beneficiaries; Stakeholders; Project partners, donor, general public, media	Events of Annual Sustainable Energy Days- educational, cultural and sporting events (seminars, trainings, competitions, exhibitions, performances, marathons &etc).	Number of events; Number of participants in various events; Number of media coverages of events;	Event reports: List of participants; Photo and video coverage of events; Media coverage of events; Posts on facebook
Direct beneficiaries; Stakeholders; general public,	Short Documentary film describing all stages of the project development and 30 seconds trailer	Number of participants during official presentation of video film; Number of views on youtube;	Event report; You tube channel report of number of views;

4 Resources

4.1 Human Resources

Define the number of persons and days required to implement the communication activities.

Include contact data on the main person responsible for communication activities (contact person for EU Delegation).

Key expert in Communication and awareness rising (25%) – 9 men/month

Non Key communication Experts (50%)-18 men/month

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4.2 Budget

Provide information on the budget required to implement the communication activities (in absolute figures and as a percentage of the overall budget for the action).Add lines as necessary.

Number	Communication Line Item	Amount (EUR)
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1	Key expert in Communication and awareness raising	19,800
2	Non Key communication Experts	6,300
3	Publications	1,130
4	Visibility actions	14,300
5		41,530

TOTAL

41,530

PERCENTAGE OF PROJECT BUDGET

5,5%