

## **4BIOMASS – Fostering the Sustainable Usage of Renewable Energy Sources in Central Europe - Putting Biomass into Action!**

### **Work Plan for WP 2: Communication, knowledge management and dissemination**

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#### **2.1-Media communication/dissemination**

In this part of the work package the public awareness of the project and the project problematic will be raised among the broad public. Activities in this work package will be carried out in all countries by the project partners. Most of the tasks in this project work package part are continuous tasks. This means that we will try to reach the awareness of the broad public continuously with the goal at first to reach more interested persons and as well to focus these persons on the major workshops and final outcomes of the project. For the dissemination activities will be used national media as a tool to reach the maximum audience.

##### **1.1 Tasks in WP 2.1**

##### **Month 5 (Originally Month 3)**

Media list (All Partners)

Each partner will provide a list of media organs present in their country which might be used for the dissemination activities of the project. The media will include online journals not only focused on biomass or environment in general, but as well those with no strict orientation to be able to reach as well public not yet familiar or active in the problematic of RES. Additionally a list of international journals and web pages of relevant organisations will be created.

##### **Ongoing**

Press releases (All partners)

The media collected in the previous step will be used for publishing press releases about the project subject and project milestones. Additionally the web pages of the partner organisations and the project web page will be used for publishing. The main concern will be on raising a public awareness about the project at the beginning and on the results of the project at the end of the project duration. Partial intention of the press releases will as well be to bring the target groups to use the main project pages where all the data will be concentrated.

Note: a press release needs a message. Just telling that an international project has been started is not a sparkling message. We assume that the press releases will be in the respective languages – since there are a number of German Partners we should agree on a rotating translation of the press releases.

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### **Ongoing**

Press conferences (FNR, CZ Biom; All partners)

Press conferences will be made at the kick-off and the final meeting. Additionally there will be press conferences at the major events, either on the national or international level. On the international level FNR and CZ Biom will cooperate on the preparation. On the national level each partner will be responsible for the national press conferences. press conferences need, even more urgently than press releases, an interesting message. A message has to be based at least on a project outcome. Press conferences therefore should be placed in 2nd or 3rd project year. In addition, it might be a good idea to have the press conferences back to back with a suitable national event.

### **Ongoing**

Stories (All partners)

Each project partner will present in national newspapers, magazines etc. 4 good stories/success stories. There should be one good story coming from the country where the stories will be published and additionally three stories from other project partner countries. This will be to draw the attention to good stories coming from the same environment and on the other side to show some experiences of subjects from other countries.

background for international stories has to be supplied by other project partners. Months 3 to 5 seem to be too early, better provide whole project period for this task. Provide form for stories with minimum-requirements for a story.

### **Ongoing**

Radio/TV interviews (All partners)

When there will be some significant results or at the milestones of the project radio or TV interviews will be given by the project leader. As well the project results will be presented in TV or radio interviews at final workshops or at the end of the project by each project partner. Overall five interviews have to be given among all project partners.

### **1.2 2.2-Non-media communication/dissemination and website**

In this part of the work package one of the major tools for presenting the project 4Biomass web pages will be created and maintained. The pages will be used for gathering all the produced documents and for presenting important results and information. The web pages will be used for central dissemination without a focus on a target group. This will be a goal of events, promotion materials and newsletters which will be distributed directly to target groups.

### **Tasks in WP 2.2.**

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### **Month 5 (Originally Month 3)**

Website (CZ Biom; FNR)

One of the major tools for concentrating all the data created during the project, presenting the results and for internal organisation will be the 4Biomass web pages. On the web pages news, information for the stakeholder about conferences and other actions as well as general information for the public will be presented. 4Biomass web pages will be created by CZ Biom together with FNR, maintained by CZ Biom. Links to the web pages of project partners for the national project relevant information will be included.

### **Until Month 18**

Events (All partners)

One of the most important tools of the project for regional dissemination will be the events, meetings etc. There will be at least one event organised by each partner. The target participant group for the events will be the national/regional stake holders, politicians etc. The goal of those events will be a direct contact with those persons who have the greatest impact on the success on the nBAP's or the best possibility to take actions for optimization of those plans.

AEA: events should not take place at the same 4-months time but better matched to special national circumstances. Is it possible to merge (or back to back) the event with another national event (for example "Austrian Biomass Day")? Then it would be easier to gather national stakeholders when they are already present at a site.

### **Month 10 (Originally Month 8)**

Database (CZ Biom; FNR)

The database will be a part of the 4Biomass web pages. It will be as well created and maintained by the FNR and CZ Biom. It will consist of two parts, one user friendly open to all users with all the studies and other materials collected and created during the project and the second part of the database will be used for internal purposes with materials addressed to all project partners for document preparation and similar purposes. The part of the database for the public will be still divided into general information in English and then databases with country specific materials.

### **Month 6**

Promotion material (All partners)

As the possibility to reach the brightest audience is to place materials on the 4Biomass web pages and the web pages of each project partner all the flyers produced in WP3 will be as well placed for download on those sites. To ensure the efficiency of dissemination to the target group, flyers will be handed out at the stake holder meetings and workshops. Each flyer will be translated in the country specific language. At the end of

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the project there should be as well a brochure produced to give the stake holders some more detailed information not only about the project, but as well about the main outcomes and recommendations. Those brochures will be as well translated in all the languages of the project partners.

At the next meeting in may 2009 a decision concerning concrete production of promotion material is going to be made.

### **Ongoing**

Newsletters (CZ Biom + relevant PP)

Newsletters created in the WP3-5 will be published on the 4Biomass web pages, as well as translated and placed on the project partner's web pages. Newsletters will be as well sent for publishing to the media identified under 2.1.1. Printed out newsletters will be as well handed out at the workshops and meetings with the stakeholders.

### **1.3 Project identity**

This part of the project will make the structure for all the other actions mentioned in the previous points. It will define how the project results will be presented and in what way the project results could bring the biggest impact. It will be developed by CZ Biom and FNR at the beginning of the project.

### **Tasks in WP 2.3.**

#### **Month 4**

Communication plan (CZ BIOM/FNR)

The communication plan will be created by CZ Biom in cooperation with FNR. It will include the complete dissemination plan for the outcomes of the project and the way how the project should be presented on the international and national level.

#### **Month 2**

Corporate identity (CZ BIOM)

In this point the design of the logo and other design rules for presenting the project and project outcomes will be defined.

#### **Month 6**

Sustainability (CZ BIOM/ FNR)

This point will ensure the efficient usage of the resources during the project and for the necessary time after the end of the project. It will be worked out by CZ Biom in cooperation with FNR.