



6.1

COMMUNICATION  
AND DISSEMINATION PLAN



Co-funded by  
the European Union



Project detail	
<i>Acronym</i>	GASLESS
<i>Full title</i>	Global Assistance Service for Low Energy investments toward a fossil free Public sector
<i>Call</i>	LIFE-2022-CET
<i>Project n.</i>	101120244
<i>Duration</i>	48 months - from 1 September 2023 to 1 September 2027
<i>Website</i>	

Document detail	
<i>Description</i>	This document describes the Communication and Dissemination plan, setting out the objectives, key messaging, target audiences, communication channels, social media plan, planned budget and relevant indicators for monitoring and evaluation.
<i>Work Package</i>	WP6
<i>Task</i>	6.1
<i>Deliverable</i>	6.1
<i>Dissemination</i>	PU - Pubic
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<i>Version n.</i>	01
<i>Date</i>	10.2023

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<i>Date</i>	10.2023



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## Introduction

The GASLESS Communication and Dissemination Plan is aiming at guiding the consortium partners towards an integrated and coordinated communication process.

The Plan is a strategic document and contains the indications for a structured and effective activity of communication (internal and external) and dissemination.

This document allows each partner to identify its own involvement on the communication timeline, according to the communication and dissemination activities proposed in the Annex I of the grant agreement.

All the information included in the Report are the result of careful desk-based research based on the latest events since the beginning of the project.



# 1. Background

## 1.1 GASLESS Executive Summary

To upscale the energy renovation rate of public buildings, accelerate the transition from natural gas to renewables and reduce the current spending in the public budget are some of the key challenges that the Piedmont Region will face in the coming years. There are also several opportunities to be seized, such as a variety of financial schemes supporting the decarbonisation process and a general political consent on the energy transition policies. To achieve the objectives of the Green Deal there is therefore the need for the regional administration to play a strong role of coordination and support towards local authorities, which often do not have sufficient skills and resources.

Having already successfully implemented European projects that led to more than 20 M€ of sustainable energy investments by using Energy Performance Contracts, Piedmont Region is now willing to set up a facilitation service in the form of a one stop-shop for the public organisations of its own territory. It will offer an all-inclusive technical, financial and legal service, including procurements and quality assurance of works and it will be designed in a way to be self-sustainable in the future. The action will support about 30 public organisations to refurbish about 100 public buildings by triggering investments in sustainable energy for about 50 M€. To achieve these results a bundling approach of public buildings will be promoted. After that, the investments required to reduce the energy demand of the buildings and to use renewable energy sources to cover the remaining energy needs will be assessed. The financial solutions for the implementation of the works will be defined and 5 joint procurement procedures will be launched for the purpose. Finally, the definition of the business model for the sustainability of the service in the long run will be defined and put in place. Dissemination activities will also be implemented as a transversal action of the whole project.

## 1.2 About the GASLESS project

The main goals of the GASLESS project are to:

- reduce the regional dependency from fossil fuel (and natural gas) in the regional public sector;
- reduce the public spending for energy bills;
- increase the overall amount of sustainable energy investments.

This will be achieved by boosting the capacity of the public sector to attract private financing and national available funds in sustainable energy investments thanks to the development of a comprehensive technical assistance service, dealing with administrative, technical, financial, legal and procurement aspects. This service will be delivered in the form of a one stop-shop for the public sector and it will be designed in a way to be self-sustainable in the future.



On the basis of these general objectives, the project aims to insist on the following specific objectives:

1. Promote aggregations of public organisations for setting up the conditions for the deployment of a sound portfolio of energy efficiency projects. During the project implementation it is envisaged the creation of 6 bundlings, involving 30 public organisations and 100 buildings.
2. Assess the investment ideas with a funnel approach in order to transform them into bankable projects, delivering energy audits in order to define the investments needed, the savings achievable and the technical solutions envisageable. 100 energy audits are expected.
3. Define standardised financial scenarios ready to be implemented in the investment packages prepared, blending different available financial opportunities. This objective will be defined taking into account the constraints and opportunities of the Public Private Partnership scheme or a hybrid approach as described in the methodology.
4. Launch 5 joint procurement procedures during the timeframe of the project for about 80 buildings (out of the 100 audited) and define standardised documents that will be used as a reference for the years to come.
5. Define the business model under which the facilitation service will be sustainable in the long run, setting up the governance, the mandate and the operational structure.

These aspects will be monitored using specific KPIs calculated on a six monthly basis. KPIs will include: number of workshops, meetings, participants, public organisations engaged, buildings selected and audited, investments triggered and related primary energy savings, RES production and CO2 emissions avoided. All these will be specifically described and structured in a specific document (KPI matrix – Deliverables D2.1). Besides that, the core of the project is to turn investment intentions to reality. This will be clearly and easily monitored by the specificity of the proposal. WP4, dedicated to the tendering procedures, will be easily monitored with the publication of calls for tender. This does not require specific methodologies in terms of monitoring, but all will be fully organised and monitored.

### 1.3 Project Partners

The members of the GASLESS consortium are summarised in the following table.

Name	Acronym
Regione Piemonte, Italy	PIEMONTE
PR.I.S.MA Progetti Innovazione Soluzioni Management S.c.r.l., Italy	PR.I.S.MA
Parco Scientifico Tecnologico per l'Ambiente Environment Park Torino S.p.a., Italy	ENVI
S.C.R. Piemonte S.p.A., Italy	SCR



## 2. Communication and dissemination strategy

The Plan gives to the GASLESS project Consortium all the indications for communication and dissemination activities that will be used from M1 to M48 to ensure maximum success and impact. It will focus on both internal and external communication. For Internal one it will guarantee an operative and effective communication exchange between partners, for external communication, the plan will follow the Who-What-How-When approach, defining target audiences, tailored key messages, appropriate communication channels and the scheduling of activities.

Various channels will be used during GASLESS implementation to achieve its internal and external communication objectives, both with digital and with traditional strategies. All partners should make a clear effort to utilise multiple channels for dissemination in order to allow the project to reach all the target audience and maximise its effect on it.

This Plan is a first version and will be updated in M24 with both a reporting purpose (highlighting the job done and the achievements) and a planning purpose (rescheduling activities and updating the strategy in case of need).

All Communication and dissemination activities will be reported in specific documents (Deliverable D6.2 – Communication and dissemination Report) delivered in month 24 and 48.

### 2.1 Objective

The general objective of communication and dissemination activities is to ensure maximum success and impact of the GASLESS actions. This will be done by disseminating the project approach, results and outcomes towards, on one side, local and regional stakeholders (mainly for the success of WP2 activities) and, on the other side, to other organisations and stakeholders at national and even European level, for the success of WP5 and for the overall dissemination of the project.

Specifically, the GASLESS Communication and Dissemination Plan is aiming at guiding the consortium partners to fulfil these aims, using an integrated and coordinated communication process both in internal and in external communication channels.

This document allows to clarify and specify the communication and dissemination activities proposed in the Annex I of the grant agreement and organise them in a precise timeline.

### 2.2 Target audience

Dissemination and communication channels described will be used to reach the general public, raising awareness about the project and its benefits by inviting them to visit the GASLESS' website and to follow the project social media accounts. Deliverables produced will be also useful to catch the attention of



Municipalities and explain to them the importance of joining the GASLESS project but also to involve the experts in the field of deep renovation and energy efficiency in project activities.

Each communication and dissemination channel will be associated to specific audience:

Channel	Target audience
Website	All the target groups including general public
Social media	All the target groups including general public
Newsletters	All the target groups
Press releases and articles	All the target groups
Final publication	All the target groups
Communication packages	Municipalities, Union of Municipalities, Provinces
Leaflets	Especially targeted to Municipalities, Union of Municipalities, Provinces and other public organisations, but distributed to all the stakeholders involved
Videos	Especially targeted to Municipalities, Union of Municipalities, Provinces and other public organisations, but widely disseminated to all stakeholders and to be used for replication activities.
Conferences	All the target groups
Presentation at external events	All the target groups, including potential replicants
Workshop	Especially targeted to public organisations, market operators and contracting authorities, but distributed to all the stakeholders involved

### 2.3. Internal communication

Internal communication has the main objective to regulate Partners’ cooperation and to share different points of view. This activity is part of WP1, under the responsibility of Piemonte (the Lead Partner).

Tools used for internal communication will ensure a smooth flow of information both among partners and across the different levels of implementation of the project, in order to achieve good results in conveyed times and to avoid information overload.

At first, GASLESS partners should be aware of roles, responsibilities, activities and time plan as described in this plan. Furthermore, a clear set of rules for internal communication will be listed and internal evaluation tools adopted.

Piemonte, as lead partner, will establish regular communication flows with each partner to monitor the progress of project activities and identify potential threats well in advance.

Generally, all procedures about key issues (e.g. project meeting, official documents, tender procedure, etc.) will be documented in written form (copy of emails, minutes, tender documents, etc.).

File sharing practices will be decisive to have activities run as efficiently as possible; an online storage folder on Google Drive will be created for this purpose, where files will be saved using the following naming system.





*Draft: nr°deliverable\_ver00 (Word or Pdf file)*

*Final: nr°deliverable\_ver00\_FINAL (only Pdf)*

Internal communication among partners will take place through regular communication channels, such as:

- emails (using as start subject: GASLESS\_“email subject”)*
- online calls / messaging systems (Google Meet, Skype, Teams, etc.)*
- phone calls (sometimes useful, rather than long emails)*
- webinars / conference calls (Google Meet)*
- online or in presence meetings (written minutes will be kept whenever relevant)*
- other written procedures if relevant*

## 2.4 External communication

External communication has the main objective to increase knowledge about GASLESS themes, spread project activities and results and engage public authorities and stakeholders.

All Partners will be involved and are asked to collaborate in communication and dissemination activities.

As mentioned before, the external communication will be based on the “who-what-how-when” approach as described in the following figure.



### Traditional channel

#### Communication packages

Three customised Communication packages will be created for the engagement of Municipalities, Union of Municipalities and Provinces. They will be widely distributed to these targets within the Piedmont Region. The package will be prepared according to GASLESS brand identity and will contain different dissemination materials: leaflet, video, and engagement instructions based on the call for interest, etc.

These packages will contain information about the added value of the project by explaining why a public organisation should adhere, what will be the benefits and the disadvantages of the action.

If necessary, the packages will be updated during the project implementation in case of a changed framework or updated information worth being added (i.e. success stories and testimonials).



## Leaflets

Two leaflets are expected: one customised for public authorities as owners of buildings and one customised for public authorities as multipliers with project objectives, expected results and methodology.

Both will be prepared by PRISMA in Italian in order to better circulate the promotional material of the GASLESS project among stakeholders.

Both leaflets will be prepared by PRISMA within month 5, based on feedback and suggestions coming from all the partners and stakeholders. The first one will be finalised later, accordingly with single authorities involved in the project, the second one, immediately finalised and published to be used by public authorities and project partners for stakeholders' engagement.

Both will be mainly disseminated in digital version via mail and by all the project and partner's media, always considering the need to reduce the hard copies for environmental concerns.

It's supposed that only about 200 copies will be printed to be distributed during physical meetings and events.

The purposes of leaflets are to raise awareness about GASLESS, stimulate interest about deep building renovation and lead municipalities, union of municipalities and Provinces to join the project.

## Videos

Explanatory and promotional project videos highlighting the project approach and objectives will be prepared by PR.I.S.MA within month 6. These videos will be focused on different aspects of GASLESS project and published on the project website and on the project YouTube channel, further it will be directly publicised via mail and through the first newsletter as well as disseminated through all the project and partner's media and used for introducing the project during workshops, meetings and events.

By way of example and not limited to, the videos could present:

GASLESS objective, approach and aim (Including information about territories involved, opportunities for public authorities, best practice, etc.)

Energy Performance Contract (EPC) process explanation

Analysis of available financial solutions

Contractual and Tender documents

In addition, other technical-explanatory videos could be prepared in order to be useful for local municipalities to present the results of analysis carried out by the GASLESS project on their properties. These videos, customised for each municipality, will be useful to raise awareness about the benefits of the redevelopment process and to facilitate the approval of the municipal council.

## Conferences & Events

The GASLESS partner will organise one mid-term conference addressing all the target groups with the aim of disseminating first project achievements and their expected impacts. Furthermore, in the final months another conference will be organised, the final one, to present the main project results. Due to environmental concerns and to make them more effective, the conferences would allow online participation.



Furthermore, GASLESS partners are invited to participate in at least 5 other national or international conferences and events to disseminate activities and results obtained. These events will be defined during project implementation, all project partners are asked to identify and suggest conferences and events that could be interesting.

Before the participation in any conferences or event, the partner(s) that participated is asked to send information to be published on the project website and social media (with photo or not).

After the participation a short report about the scope of the conference or event, the channel of dissemination used (brochure/leaflets/video), and the volume of people reached is required.

### Press Releases and articles

At least 6 press releases and 30 articles on relevant magazines are expected during GASLESS implementation.

Press releases will be issued during key moments of the project such as the start, the end and the launch of tender procedures. In fact, informing the general public about the activities and achievements of the project is considered highly important.

Any press-releases will contain the GASLESS logo, information about the project and its objectives, information about the consortium, important and recent outputs and link to the GASLESS' website.

Their drafting and preparation will take place by presenting in a clear, concise, and easy-to-read way themes related to the progress of activities of the project. Furthermore, if it presents the results of a dissemination/networking event or of a consultation process, the press release will include the names of key speakers in the events and/or consultation processes.

The first press release will be published in October 2023 (Month 2) after the Kick-off Meeting of the project. Press releases will be circulated among project partners for online dissemination and articles will be published to specific media at local, regional and sectoral levels to reach a massive audience.

Partners will collect a list of national and regional newspapers, relevant sector magazines and/or relevant sector online publications to submit GASLESS' articles.

### Workshops

The GASLESS project foresees the organisation of different kinds of workshops targeted for different sectors. In order to promote the facilitation service, within the WP2 will be organise a total of 6 workshops (2 per year starting from the second year of the project) dedicated to the public sector, with the goal of their engagement. They will be planned before the launch of the calls for interest and will be structured in a way to clarify the added value of the service, to explain why a public organisation should adhere, what will be the benefits and what will be the disadvantages of the action. The messages will be clear and will reflect the communication packages produced and described in the "traditional strategies" paragraph.

In order to discuss with market operators and other stakeholders (i.e. ESCOs, professional orders, associations of construction companies, financial institutions) that will be interested in the implementation of renovation projects, within the WP3 at least further 4 workshops will be organised (one per year).



These workshops will be organised during the preparation of the investment programs and would illustrate the model, the envisaged procedures and the expected financial details that will be included in the procurement procedures.

Finally, other 2 workshops are expected in WP4, targeting contracting authorities operating in Piedmont in order to train them in activities foreseen in this work package (definition of contractual and tender documents templates and launch of tenders).

The workshops could be either online or physical, even if the physical organisation will be preferred.

### Final Project publication

In the final three months of the project all main lessons learnt, results achieved and impact obtained during GASLESS implementation will be summarised and fertilised in a final project publication. It will be professionally designed, attractive and tailored to the target group and will be issued in digital format (for paperless purposes) to be widely advertised and disseminated through all the project and partner's media.

The final draft of the publishable report will be discussed with CINEA before publication.

This report will be published in English and translated in all partners' languages (Italian).

Furthermore, all public project results will be uploaded to the LIFE Project Results platform, available through the Funding & Tenders Portal (as required in Annex 5 of the Grant Agreement)

## Digital channel

### Website

The project portal will be created within Envipark website, in order to increase not only the visibility but also the sustainability of results; hence, GASLESS' website will be integrated and hosted on the Environment Park website as a sub-website with features tailored to project needs.

The website will be the main way to disseminate project results, deliverables, news and events. All the most important information about the GASLESS project will be presented in its website both in Italian and in English languages. The website also includes information on GASLESS' social media and email contacts.

All partners, supervised by Envipark, are in charge of updating it with content on a regular basis and to increase its visibility.

Envipark will propose a website structure and draft within month 6.

GASLESS' website will be updated on a regular basis as it will be the main source of up-to-date information about the activities and outputs of the project. It will be updated at least once every six months and publish as frequently as possible the following:

- news about the project's implementation and achievements
- information about main project events



- pictures and videos about the project's works
- digital project outputs

Beyond the project website, all project partners should use their own institutional websites to disseminate and communicate the project, including the project summary, coordinator contact details, list of participants, European flag - funding statement and special logo - and project results.

Furthermore, a link to the project website should be added for more information about the project's activities.

### Social Media

As proposed in Annex I of the grant agreement, Facebook, YouTube and LinkedIn project profiles will be created at the beginning of the works (supposedly in Month 3, by Envipark) in order to increase size of target audience, engage new stakeholders and spread the partners' engagement.

Facebook account has the aim is to engage general public people in the discussion on the benefits of deep building renovation and on the existing barriers, raise awareness on these themes and establish trust.

The GASLESS' Facebook page will use a non-formal language and will collect and link stories about the project and its main activities. Contents will be posted at least two times per month.

YouTube will be used to promote and disseminate all videos produced during the project implementation.

LinkedIn will be used for targeting GASLESS' content to very specific industries and market operators through joining EU and global groups, such as the Energy Efficiency Professionals group - a hub for business networking.

Due to the high potential, as they already have a huge number of followers, the institutional social media of the partners will be widely used to promote and disseminate GASLESS' social profiles and highlight the role of each partner in the project.

All partners will promote and disseminate GASLESS projects on their own private social pages.

### Newsletters

Three project newsletters, to be drafted at the beginning, at mid-term and at the end of the project, will disseminate GASLESS' news and achievement among stakeholders and a wider public. They will be produced in digital format and produced in regional language (Italian) for a major diffusion on Piedmont territory.

The first one will be sent in October 2023 (month 2) to present the project and its objectives. Following newsletter are foreseen for month 24 and month 48, to update on GASLESS' activities and outputs.

All partners will contribute in newsletters development under the coordination of Envipark. Partners will be in charge of writing articles and distributing them through their main channels.

## 2.5 Monitoring & Evaluation (Key Performance Indicators (KPIs) – Metrics)



A specific task (T1.3) is dedicated to impact monitoring. Communication and dissemination results will be constantly monitored on a six monthly basis, in order to assess its effectiveness and progress and to formulate possible change requirements. At month 24, a mid-term evaluation of the strategy it's expected to evaluate an appropriate realignment for the second half of the project.

KPIs concerning communication will include: number of workshops, number of meetings, number of people participants to conference/events, public organisations engaged, etc.

In the following table, to facilitate this task, for each communication and dissemination channel Key Performance Indicators (KPIs) and target have been summarised.

Channel	Measurable results and monitoring	KPI - Target
Website	The website will be constantly feeded with news, articles and documents reporting the project activities. The number of news/articles and views on a monthly average basis will be recorded.	<b>150 views</b> per month <b>2 news/articles</b> each quarter
Social media	Only Facebook and LinkedIn project profiles will be created. Due to the high potential, as they already have a huge number of followers, the institutional social media of the partners will be widely used. Number and views of the posts will be monitored and reported.	<b>250 views</b> for each posts <b>1 post</b> for month
Newsletters	1 at the beginning, 1 at mid-term and 1 at the end of the project to be spread to selected contacts among key stakeholders.	<b>3 newsletter</b> <b>1.000 contacts</b>
Press releases and articles	At least 6 press releases will be issued during key moments of the project: <ul style="list-style-type: none"> <li>- 1 at the start of the project;</li> <li>- 1 for each launch of tender procedures (5 attended);</li> <li>- 1 at the end of the project.</li> </ul> At least 30 articles on relevant magazines are expected.	<b>6 press releases</b> <b>30 articles</b>
Final publication	1 digital final publication (for paperless purposes) to be widely advertised and disseminated through all the project and partner's media.	<b>1 publication</b>
Communication packages	3 customised Communication packages will be created and widely distributed for the engagement of the main target groups: Municipalities, Union of Municipalities and Provinces of Piedmont Region.	<b>400 Municipalities</b> <b>90 Union of Municipalities</b> <b>8 Provinces</b>



Leaflets	2 leaflets, one customised for public authorities as owners of buildings and one customised for public authorities as multipliers.	<b>2 leaflets</b> <b>200 copies printed</b> and distributed
Videos	1 explanatory project video to be directly publicised via digital communication channels (mail, newsletter, social, etc.) 5 customised technical-explanatory videos (video-tips). The views on YouTube will be monitored.	<b>5 videos</b> <b>300 views</b> on YouTube
Conferences	1 mid-term and 1 final conference Total target audience will be monitored (both online and in presence participation)	<b>2 conferences</b> <b>150 people</b> (total target)
Presentation at external events	During the project implementation 5 presentations at least are expected, reaching a target audience of about 200 persons.	<b>5 presentations</b> <b>200 people</b>
Workshop	Different kind of workshops will be expected during GASLESS implementation: 6 workshops in order to promote the facilitation service dedicated to the public sector, with the goal of their engagement; 4 workshops for market operators and other stakeholders interested in the implementation of renovation projects; 2 workshops involving contracting authorities to define contractual and tender documents templates and launch of tenders.	<b>12 workshop</b> <b>558 Participants</b>

Furthermore, brief surveys will be sent to all partners in month 12, 24 and 36 to ensure the effectiveness of communication inter-partners among the GASLESS team.



### 3. Activities' leaders

The following table shows the partner in charge of each communication channel/activity implementation. It is understood that all partners are asked to contribute in the development of the activities foreseen by giving their opinion and approval for each deliverable produced.

Activity	Leader	Due date
Communication and dissemination plan	PIEMONTE	M3 - M24
Communication and dissemination Report	PRISMA	M48
Project branding package	PRISMA	M3
Project web-pages and social profiles	ENVIPARK	M3
Project website	ENVIPARK	M6
Project leaflets	PRISMA	M6
Project video	PRISMA	M9
Communication packages	PRISMA	M9
Press releases and articles	ENVIPARK	M48
Presentation at external events	All	M48
Workshops outcomes	All	M48
Project newsletter	ENVIPARK	M3 - M24 - M48
Project events / conferences	PIEMONTE	M48
Final project publication	PIEMONTE	M46





## 4. Timeline

WP6 can be considered a transversal work package to the overall action (48 months).

The following table schedules the expected deliverables and their submission, it will be updated in future versions of the document.

n.	Deliverable	Due Date	Achieved Result (M24)
6.1	Communication and dissemination plan	M3 - M24	
6.2	Communication and dissemination Report	M48	
6.3	Project branding package	M3	
6.4	Project web-pages and social profiles	M3	
6.5	Project leaflets	M6	
6.6	Project video	M9	
6.7	Communication packages	M9	
6.8	Project newsletter	M48	
6.9	Project events report	M48	
6.10	Final project publication	M46	



## 5. Obligations and requirements

### 5.1 European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities related to the GASLESS project (including media relations, conferences, seminars, information material such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



Co-funded by the  
European Union



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European Union

**The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.**

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this paragraph, the partners may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.



**Communication activities, equipment or major results funded by the grant must moreover display the LIFE logo**

### 5.2 Quality of information - Disclaimer

Any communication or dissemination activity related to the GASLESS project must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

*“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them”.*