



# SOLCO

## Passing the message to the local society

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Intelligent Energy  Europe

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**EACI – Madou Tower**  
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# Communication Strategy

- raise awareness and develop a positive image for solar applications
- make the project material available to the largest possible number of people, and create effects in support of our objectives



# Communication Strategy

## A two level approach:

- the **'internal communication'** that concerns mostly the people/organisations directly involved in the development of the project, and
- the **'external communication'** that is mostly done to promote the project, to disseminate results and to raise awareness about the possibilities offered by the developed project



# Internal Communication

- **Target:**
  - the partners and their local contacts
- **How?**
  - regular meetings
  - local advisory committees
  - the project website



# External Communication

- **Target**

- local professionals and market actors (technical actors and potential users)
- technical, technological, economic and decisional local and national operators not directly engaged in the project
- general public to raise awareness and develop a positive image for solar applications
- local/regional press



# External Communication

- **How?**

- The website
- The organisation of events at local level
- The local/regional press
- The production of specific and general printed and electronic publications, for the dissemination of results and success stories through local, national and European networks.



# Dissemination Tools

- Dissemination Plan
- The Project Website
- Electronic Newsletters
- Training Courses
- Visits and exchanges
- Publications (Leaflet, Brochure)
- Articles (Press + Conferences)



# 6.1 Dissemination Plan

- **Objective**
  - Maximum exchange of information and dissemination of objectives and results
- **Tools**
  - Project website
  - Newsletters, Leaflets, Technical Brochure
  - Local Advisory Committees
  - Training of key actors, technical visits
  - Presentations: local, regional, national, EU



## 6.2 The website

- strong statement for solar applications
- fully dynamic
- in English and specific pages in the national languages of the partners of the project
- operational early 2007
- maintained and updated for the duration of the project + 2 years
- ‘siphon approach’: general to technical





# SOLCO



HOME

THE PROJECT

THE PARTNERS

LOCAL ACTION COMMITTEES

PROJECT DELIVERABLES

NEWS

PUBLICATIONS

LINKS

CONTACT

SOLCO > HOME

→ **HOME**

SOLCO is a project of 24 months that started in January 2007.

Its full title is "Removal of non-technological barriers to Solar Cooling technology across southern European islands".

It is co-financed by the Intelligent Energy - Europe (IEE) programme.

**Intelligent Energy**  **Europe**



SOLCO will participate in the EU Sustainable Energy Week / 9-13 February 2009 in Brussels. SOLCO's event is on Tuesday 10 February 2009 in the afternoon. [More](#)

Electronic registration is now closed but you may visit the event site for more information at [www.eusew.eu](http://www.eusew.eu).

You may still participate in the session by coming to the venue and registering at the desk.



→ **NEWS**

End of project results :  
Overview ...  
28 January 2009  
Information seminar ...

→ **PUBLICATIONS**

SOLCO Newsletter no 3  
Greek  
SOLCO Newsletter no 6  
Italian

# Web site content

- **Project information**  
(description, objectives, expected results)
- **Partner information + links**
- **Local Action Committees**
- **Project Deliverables**
- **News**
- **Articles – Publications**
- **Links to related sites**  
(EU + International Institutions + Consultants + Suppliers)
- **Contact points**



# Website statistics - 2008

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2008	162	203	876	3339	40.84 MB
Feb 2008	215	285	1406	4774	60.12 MB
Mar 2008	262	314	1495	3868	52.19 MB
Apr 2008	235	319	1541	5617	95.19 MB
May 2008	317	417	2562	11660	138.23 MB
Jun 2008	450	572	3216	16402	258.82 MB
Jul 2008	558	682	1936	5945	334.67 MB
Sep 2008	462	677	2653	9134	408.09 MB
Oct 2008	586	811	3045	11662	545.76 MB
Nov 2008	838	1152	3684	15236	1.31 GB
Dec 2008	883	1100	2615	8515	1.44 GB
<b>Total</b>	<b>5297</b>	<b>6972</b>	<b>26241</b>	<b>100308</b>	<b>4.83 GB</b>

European Union 9 > 13 February 2009  
**Sustainable Energy Week**



**SOLCO**

# Website statistics January 2009

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2009	1326	1724	5034	17620	2.09 GB



## 6.3 Other publication material

- regular electronic info sheet for wide circulation
- project-specific promotional leaflet
- brochure at the end of the project
- scientific/technical papers/announcements/posters



# A regular electronic info sheet

- 6 Newsletters for wide circulation in English, Italian, Spanish and Greek
  - European Island local and regional authorities
  - Regional Energy Agencies and specialised technology institutes
  - Local & regional market actors, professionals & associations
  - Local and national politicians and members of parliament
  - Members of the European Parliament
  - Other European networks with similar interests and objectives such as ESTIF, FEDARENE, EUROCITES, ENERGIE-CITES, EUFORES, EREC and others



# A project-specific leaflet

- 4000 copies
- 4 languages E, I, ES and GR
- distributed at local level and EU level



# A Technical Brochure

- at the end of the project
- 28 pages
- a summary of the Final Technical Report in easy to understand terms
- 1000 copies



## 6.4 Local targeted campaigns

- The objective of this task is to develop and implement local targeted campaigns in the Islands involved
- Each island has developed and implemented a number of promotional activities and targeted campaigns promoting the objectives of the project







## 6.5 The organisation of events

- four project meetings
- local working meetings and seminars
- each partner has organised a workshop re results of the project targeted at regional and national audiences
- a European event in order to present the results of the project and raise awareness



# Dissemination Performance Indicators

Performance indicator	Quantification of success	Related deliverable	Actual result	Success
Number of WEB SITE CONTACTS	1000			
Regular Electronic Newsletter sent	1000			
Promotional leaflet distributed in 4 languages	4000			
Project brochure sent	1000			
Number of participants in each local event	100			

# THANK YOU

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