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WESHARE

Business Energy Collaboration

D6.1 COMMUNICATION, DISSEMINATION AND STAKEHOLDER ENGAGEMENT STRATEGY

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#WESHARE

Overview	
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Deliverable Review table

Version 1	18/12/2024	ENA (Cristina Daniel, Isabel Rodríguez), Jesus Garcia (GISA), Alessandra Cassisi (Rimond), Peter De Vlieghe (ZuidtrAnt), Cedric Mattelaer (Genera)
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Executive summary

The *WESHARE Communication, Dissemination and Stakeholder Engagement Strategy* outlines a comprehensive plan to promote the WESHARE project, which empowers European businesses to develop energy community models for a successful energy transition. By fostering collaboration among companies, WESHARE aims to accelerate the adoption of renewable energy, improve energy efficiency, and support the European Union's targets of reducing carbon emissions by 45% by 2030 and achieving net-zero emissions by 2050.

Objectives

The strategy sets out to raise awareness about the benefits of energy-sharing practices among businesses; promote WESHARE's role in supporting energy community models in European business parks; share project findings, including results from pilot initiatives in Belgium, Spain, and Portugal; highlight WESHARE's alignment with the EU's 2050 climate neutrality goals; engage stakeholders to inspire action and collaboration towards clean energy solutions.

Key Elements

1. **Target Audience:** The primary audience includes companies, Energy Service Companies (ESCOs), public authorities, and energy agencies. Secondary groups include incubators, NGOs, and academia.
2. **Communication Channels:** Utilising platforms such as LinkedIn, YouTube, and the Futurium platform for professional outreach, supported by newsletters, infographics, and media relations.
3. **Campaign Concept:** The '#WESHARE, We All Win' campaign highlights positive outcomes and testimonials from energy community participants, inspiring wider adoption.
4. **Content Development:** High-quality videos, infographics, and newsletters will showcase pilot results, energy-sharing benefits, and actionable insights for stakeholders.
5. **Metrics and KPIs:** Targets include increased social media engagement, press coverage, and participation in WESHARE events, ensuring measurable impact.

Deliverables and Milestones

The strategy features structured milestones, including: regular newsletters summarising progress and outcomes; videos and infographics highlighting pilot initiatives; a final seminar in Spain (Month 36) to present key results and foster dialogue on energy transition strategies.

Expected Outcomes

Expected outcomes include: enhanced recognition of WESHARE's contributions to clean energy transition; increased stakeholder engagement and adoption of energy community models; demonstrable support for EU climate goals, with tangible benefits in energy efficiency, cost savings, and local job creation.

Through this strategy, WESHARE positions itself as a pivotal initiative in the EU's clean energy transition, driving collaboration, innovation, and sustainable practices across European business parks.

Introduction

As the primary driver of the energy transition process, the European Union (EU) is tackling climate change and striving to build a global community that operates within the world's environmental limits. The EU is making significant strides towards meeting the global temperature rise target of no more than 1.5°C, as set out in the Paris Agreement, with the goal of reducing carbon emissions by 45% by 2030 and achieving net-zero emissions by 2050. The Energy Union strategy and the “Clean Energy for All Europeans” package have established a robust framework for energy and climate action through 2030, aimed at cutting greenhouse gas (GHG) emissions, increasing the share of renewable energy, and improving energy efficiency. The European 2050 long-term strategy, the Green Deal roadmap, and the Recovery Plan have paved the way for Europe to become the world's first climate-neutral continent.

As one of humanity's greatest challenges, the path to a "net-zero world" requires nothing short of a fundamental transformation in how we produce and consume energy. Energy production and consumption account for approximately three-quarters of global greenhouse gas emissions, making it a critical area for mitigating the most severe effects of climate change. Transitioning from current energy sources to renewables could dramatically reduce carbon emissions. An increasing number of countries, cities, businesses, and institutions are taking action to achieve net-zero emissions.

Industry and business represent two of the largest energy-consuming sectors in the EU, accounting for about a quarter of the final energy consumption. Despite significant progress in improving their energy performance, substantial opportunities for energy savings remain in most companies. Between 2020 and 2023, alongside the adoption of relevant technological advancements, the industry and business sectors faced substantial natural, political, and societal changes that prompted a reassessment of policies, strategies, and approaches. The Green Deal Industrial Plan for the Net-Zero Age (2023) introduced decarbonisation as a central pillar of the EU's strategy, focusing on a transition to low-carbon energy sources and improved energy efficiency. This goal can only be fully achieved by fostering collaboration among companies, with energy communities emerging as one of the most effective models of energy cooperation within the business sector.

In this context, the WESHARE project was proposed and co-funded by the LIFE programme of the European Union. The project is being implemented by a consortium of partners from 4 EU countries proposing solutions to empower businesses to develop energy community models for a successful energy transition.

WESHARE supports the Clean Energy Transition (CET) of European business parks by fostering collaborative energy approaches among companies. The consortium develops a comprehensive suite of knowledge-based tools that offer insights into the energy collaboration potential of business parks. By unlocking the energy transition potential of these parks, the partners have created an innovative and scalable set of cooperative solutions, facilitating the establishment of energy communities, increasing flexibility, and reducing dependence on fossil fuels, thereby lowering carbon emissions.

The indirect benefits include the potential to engage institutional investors in complex and integrated renewable energy investments within business areas, as well as contributing to the European 2050 climate neutrality strategy. WESHARE accelerates the clean energy transition in business areas across Belgium, Spain, and Portugal, while also scaling and replicating collaborative energy approaches across Europe.

This will be achieved through the implementation of a series of activities organized into 23 tasks across 6 work packages. One of the Work packages focuses on the communication and dissemination activities to raise awareness and promote the brand of WESHARE. In this document, we present our suggested communication, dissemination and stakeholder engagement strategy for the WESHARE project.

Objectives

Objectives refer to the final aim, and the change in existing behaviour we would like to cause in the target audience as a result of the communication, dissemination and stakeholder engagement activities. Changes in existing behaviour can include what the target audience sees, thinks or feels, and whether they should take specific action as a result.

As part of Work Package 6, we propose a communication, dissemination and stakeholder engagement strategy that aims to achieve a series of S.M.A.R.T. objectives: Specific, Measurable, Achievable, Relevant, and Time-bound. The objectives are the following:

- Increase awareness of the WESHARE project and its role in supporting the development of energy community models in European business parks, which will contribute to progressing the clean energy transition in Europe.
- Boost recognition of the benefits of energy-sharing practices among companies.
- Sharing WESHARE findings, including the pilot cases' results at local, national and EU levels, as well as the testimonials from participating companies and organisations.
- Promote the link between the WESHARE initiative and the European Union's 2050 climate neutrality targets.
- Make the development of community models an attractive choice for European businesses across Europe seeking to save on energy costs while advancing their sustainability efforts.

Key messages

The main messages will be utilised to communicate the benefits of energy community models among businesses, appealing to their convenience from environmental, energy efficient and community-focused perspectives. The key messages are:

- *Energy cooperation in the business sector can advance the clean energy transition in Europe.*
- *Business energy-sharing communities directly benefit participants by increasing energy efficiency, lowering electricity bills, and creating local job opportunities.*
- *Business energy communities can contribute to strengthening energy security in Europe and maximising the use of local renewable resources for energy consumption.*
- *Business energy cooperation can help the EU reach its carbon emissions reduction targets of 45% by 2030 and net zero by 2050.*

The key messages will be complemented with facts and figures from the energy community models as they develop throughout the project. These facts and figures will support the key messages mentioned above.

Target audience

The target audience refers to the groups we are aiming to reach and engage through our communications and dissemination activities. Target audiences are identified through socio-demographic and geographic attributes as well as interests in a specific topic.

The target audience has been divided into primary and secondary. We will focus our activities on reaching the primary audience first and foremost. Withing the secondary audience are those that will be considered when designing, proposing and implementing activities, but not at the expense of compromising efficiency in reaching primary segments.

Below we present the list of our primary target audience.

1. Companies, organisations and industries located in industrial sites which are directly involved in energy efficiency measures and renewable energy usage.
2. ESCOs (Energy Service Companies), financial institutions (including banks and funds) and intermediaries, as well as companies and organisations located on industrial sites, which are directly involved in energy efficiency measures and renewable energy usage.
3. Scientific committees and industry associations that are concerned with the energy industry or the technologies used in the project at local, regional, national and EU levels.
4. Energy Agencies.
5. Public authorities (at the local, regional, national and EU levels) which play a role in policy-making and regulation that can impact business energy-sharing practices.
6. Companies and organisations that can potentially implement business energy collaboration initiatives in the future.

Our secondary audience includes: Enterprise promoters; Incubators; Consumers/citizens; Associations and NGOs; International organisations; University/Academics; Think tanks.

Positioning statement

Our proposed positioning statement, to be showcased on WESHARE's LinkedIn page and Futurium site, is the following:

Empowering businesses in Europe to develop energy community models for a successful energy transition.

Selected methods and channels

Social media

LinkedIn

After analysing data from social media users in Belgium, Spain and Portugal (see table below), we suggest LinkedIn as a primary channel for the following reasons:

- Our target group consists of businesses. Given that LinkedIn is the predominant social media platform for professional and networking purposes in Europe, this channel is ideal for effectively reaching and engaging with our target audience.
- LinkedIn usage in Belgium and Portugal is similar while standing out as the predominant platform among social media channels in Spain, a country boasting a population twice the size of both Belgium and Portugal combined.

The WESHARE LinkedIn page has already been created, and the first posts raising awareness of the initiative and its partners have been published. The page is WESHARE - Business Energy Collaboration.

The WESHARE LinkedIn page already has 58 followers since it was created in October 2024.

From mid-January onwards, we plan to publish at least one post per week showcasing:

- The project's milestones
- The partners' stories, missions and actions
- Testimonials from participants (companies, organisations) of the pilot initiatives
- Interesting facts and figures about business energy collaboration
- Policy news that affect business energy sharing models
- News related to energy-sharing practices from across Europe

'#WESHARE, We all win' social media campaign concept

We would like to propose the '#WESHARE, WE ALL WIN' campaign concept throughout the initiative's execution.

The campaign will consist of a series of social media posts (M6-M36) that will share key positive findings and testimonials that prove the benefits of developing local business energy communities. See below a mock-up example of a post:

"Thanks to the installation of solar panels under our common roof, we now see the benefit of reduced energy costs by 30% and a greener footprint for all! ☺"

#WESHARE, WE ALL WIN.

YouTube

In addition to LinkedIn, we propose the creation of the WESHARE YouTube channel, where we will upload the videos for the initiative, including three videos showcasing each pilot initiative and a video highlighting WESHARE's participation in the EU Sustainable Energy Week (EUSEW). The production of videos is explained in its corresponding section on the next page.

	Belgium <u>Digital 2024: Belgium —</u> <u>DataReportal — Global</u> <u>Digital Insights</u>	Spain <u>Digital 2024: Spain —</u> <u>DataReportal — Global</u> <u>Digital Insights</u>	Portugal <u>Digital 2024:</u> <u>Portugal —</u> <u>DataReportal —</u> <u>Global Digital</u> <u>Insights</u>
Facebook			
Total users	6.30 million	19.05 million	5.95 million
Users aged 13 and above of the total population	62.5 percent ¹	45.2 percent	65.3 percent
Ad reach of the local internet user base	53.8 percent	41.8 percent	58.1 percent
Instagram			
Total users	4.90 million	23.95 million	5.80 million
Users aged 13 and above of the total population	48.6 percent	56.8 percent	63.7 percent
Ad reach of the local internet user base	41.9 percent	52.5 percent	65.6 percent
YouTube			
Total users	9.17 million	39.70 million	7.43 million

¹ Pink colour marked: +50% social media users of the total population

Total internet user base (regardless of age)	82.3 percent	87.1 percent	84.0 percent
LinkedIn			
Total users	5.20 million	19.00 million	4.90 million
Users aged 18 and above of the total population	55.4 percent	47.9 percent	56.9 percent
ad reach of the local internet user base	46.7 percent	41.7 percent	55.4 percent
X (formerly Twitter)			
Total users	1.93 million	11.78 million	2.01 million
Users aged 13 and above of the total population	19.2 percent	27.9 percent	22.0 percent
ad reach of the local internet user base	17.3 percent	25.8 percent	22.7 percent

Table 1. Social media platform comparison by target country

Videos

There are three video projects foreseen, each one of them showcasing each pilot initiative: one for Belgium, one for Spain, and one for Portugal. Each video's length will be around 2-3 minutes and will be produced in English, with a voice-over as the narrator, and with subtitles in the national language of each pilot initiative (Portuguese, Spanish, Dutch).

Each video will also feature representatives of each pilot initiative (including local companies and organisations involved) who will intervene by describing how the energy community is benefiting them, and explaining key findings identified so far.

The videos will be produced with high-quality equipment and will combine footage from each city and business park with the interviewees talking, accompanied by appropriate music. A detailed script will be elaborated before each video is produced.

The goals of the video will be to inspire, to inform, and to raise awareness of the pilot initiatives among Europe.

In addition, the production of a video showcasing the WESHARE participation at the annual EUSEW is also foreseen.

As previously stated, videos will be uploaded to the WESHARE YouTube channel.

WESHARE Futurium platform

We would like to propose the use of Futurium as the 'website' of the project.

Futurium is a corporate tool that originated in DG CONNECT and acts as a community-building platform for audiences of European Commission initiatives. It is a useful tool for building a community of proactive and engaged followers of a specific initiative. Furthermore, due to the requirement for users to create an account and actively join groups in order to participate, it gives the group administrator a level of control over its audience that cannot be replicated on other channels.

WESHARE Futurium will serve as a platform where our target groups can stay connected, updated and engaged throughout the year, with a focus on community building. We have used Futurium successfully to build communities in other projects with the European Commission, such as the Covenant of Companies for Climate and Energy (DG ENER), the SME Assembly (DG GROW) or the Border Focal Point Network (DG REGIO) and recommend its use based on our experience.

The WESHARE Futurium platform will include several tabs, divided into sections, as follows:

- Home
- Latest news
- Newsletter [containing the newsletter archive]
- Multimedia [containing the videos of the pilot initiatives]
- Partners [containing information about the partners and links to their website]

Futurium also allows the creation of private groups for community members. In this regard, we would like to propose creating a private group for the consortium partners in which we can share materials (banners, visuals, promotional assets) for everyone to use as a sort of repository. The private group can also be used by partners to make announcements, communicate with each other, and engage, complementing regular contact via mailing and meetings.

The WESHARE Futurium platform will also contain the LIFE Programme logo, to be prominently visible on the 'Home' tab.

The Futurium platform will be established starting on M4.

Partners' websites

Each partner website will contain a webpage dedicated to WESHARE that will include a WESHARE banner, a description of the initiative, and a link to the WESHARE Futurium platform.

Partners' collaboration

We will seek active collaboration among the consortium partners to support their communication efforts in order to raise awareness of WESHARE and the energy community models at the local and regional levels in a more decentralised way. To do so, we will ensure regular communication via emails and meetings and, in addition, a communications package will be sent to them for every project's milestone. The communications package will include:

- Copy for social media, newsletter, and website [translatable]
- Press release [translatable]
- Visuals in Canva format [editable, translatable]
- Link to the most recent video produced
- Infographic [translatable]

Infographics

We propose creating one infographic per pilot (three in total) in which we share key findings for each in a visually appealing and engaging way.

Each infographic will have a website version (vertically oriented) to be displayed on Futurium and the partners' websites, as well as a social media version in which it will be split into slides, forming a slideshow, for easy readability for social media users.

The infographics to be published in the WESHARE communication channels will be in English, but we will create translated versions into the local language of each pilot (Spanish, Portuguese, and Dutch) together with the partners.

The proposed structure of the infographic is as follows:

- Where:

- Identifying the location where the pilot is based
- What:
 - Identifying the energy-sharing activities being implemented
- Results:
 - identifying the results/benefits/findings

For a detailed overview of when each infographic is expected to be produced and disseminated, see the 'Communications milestones' table.

The WESHARE Newsletter will be disseminated every 6 months, starting with the first issue in M6, followed by M12, M18, M24, M30, and M36.

The WESHARE Newsletter will synthesize the project's main progress and achievements, providing information in a clear, engaging and appealing way, and combining text, visuals, and hyperlinks.

The mailing list will be fed by sharing the link to subscribe among our partner networks. All partners will be asked to invite their respective stakeholders and networks to subscribe, thus ensuring the subscribers' list is GDPR compliant.

Each edition of the WESHARE Newsletter will contain the following sections:

- Introduction/editorial
- Latest news

This section will contain the latest news and developments from the project and our community, as well as the latest news involving business energy-sharing practices from across Europe
- In the spotlight

This section will be dedicated to showcasing a specific energy community with an interview in which they highlight their progress and the benefits arising from energy collaboration. This section will serve to inspire our network by showing good practices and successful examples of energy sharing.
- Eco-smart tips

This section intends to inspire readers by providing them with actionable ideas to make sustainable changes in their workplace, including quick energy fixes and simple but meaningful changes that can have a positive impact on their energy-saving efforts and on the environment.
- See you there!
- *This section will provide our readers with events coming up related to energy and sustainability matters. The events proposed in this list will be both online and physical, taking place across Europe.*

Media relations

Press list

A press list for each pilot initiative will be created, containing journalists and media outlets dealing with energy and sustainability matters, as well as local media. The list will be GDPR compliant and complemented with press contacts provided by the Cision platform via their press database.

'Kick off' press release

A translatable press release will be prepared for the project's kick off in M2 and sent to the provisional list of journalists and media outlets.

Media package

We will produce a media package containing materials to promote each pilot initiative when each video and infographic is produced. The media package will contain:

- A press release informing about the development of the energy community model pilot initiative in each territory, in the local language of each pilot initiative (Portuguese, Spanish, Dutch).
- The video showcasing the pilot initiative (with a link to YouTube).
- The infographic presenting the pilot initiative.

Invitation to final event in Spain

After considering the physical capacity of the event, we will invite a number of journalists to attend the final event in M36. To do so, we will send out a press release and will follow up with them in the run up to the event, in a bid to ensure media coverage. Local journalists and media outlets dealing with energy matters in Madrid will be prioritised given the higher chances of attendance.

Stakeholder engagement

We will seek engagement and collaboration with other EU initiatives and LIFE EU-funded projects dealing with related energy and sustainability topics. The collaboration will be mainly based on cross-promotion of content (mainly through newsletters, web content, and social media content).

On M2, we will have a comprehensive list of EU initiatives ready, with the communications colleagues identified. On M2, the kick off press release will be sent out to them too. On M4, as soon as we have launched the Futurium platform, we will reach out to them and propose starting to have content exchange in our channels.

From our end, we will propose:

- Having news and latest developments from their initiatives published under the 'News' section on the WESHARE Futurium platform, as well as in the WESHARE Newsletter.
- Reposting content from their social media channels.

In exchange, we will provide them with news pieces, short articles, and visuals to be published on their websites and newsletters. We will also tag them on social media and give them a heads-up for reposting.

The provisional list of EU initiatives and stakeholders/players with whom we will seek cross-promotion are:

- Energy Cities
- The Energy Poverty Advisory Hub
- ICLEI – Local Governments for Sustainability
- Eurocities
- BUILD UP, the European portal for energy efficiency in buildings
- The EU Covenant of Mayors for Climate & Energy
- Council of European Energy Regulators
- European Federation of Citizen Energy Cooperatives
- FEDARENE, the European Federation of Agencies and Regions for Energy and Environment
- ManagEnergy

The provisional list of LIFE EU-funded projects with whom we will seek cross-promotion and collaboration are:

- Energy4Supply
- Energy cooperation for Growth, Innovation, and Zero Emissions in Industrial Parks
- EcoSMENergy: Elevating Small Business Energy Efficiency
- European Energy Communities Facility (ENERCOM Facility)
- COMANAGE

Events

WESHARE final event

GISA, with the support of the partners' network, will host the project's final seminar in Spain in M36, which will target European, national and local business and industrial entities, public authorities at all governance levels and EU institutions. The final event will communicate the project's results and what they mean for the business, industrial and public sectors, as well as connecting them to the political framework, and contributing to the EU Green Deal discussion on long-term goals and the necessity for short-term action. It will also encourage extensive participation through a collaborative dialogue with participants to debate how prospective collaboration in energy production and consumption can shape the planning of climate-neutral transition above the community level.

Before the event, we will kick off its promotion by sending out 'Save the date' messages and announcing that registrations are open in M29. In M30, the event will also be promoted via the ESW Newsletter #5.

During the event, we will ensure live coverage by gathering key quotes and messages from speakers, and essence of the event by using professional photography. We propose the creation of a Flickr album where to store the pictures from the event, which can be used by attendees, partners and stakeholders in their own channels.

Once the event has concluded, attendees will be invited to fill in a feedback survey in order to measure the event's satisfaction rate. We will seek to reach an overall satisfaction of at least 80%, as stated in the KPIs table.

After the event has taken place, we will communicate its takeaways across the WESHARE communication channels by:

- Publishing an article on Futurium with key takeaways and pictures
- Posting 4-5 social media posts in the days after the event

In addition, we will provide partners with a communications package, including:

- Press release with takeaways
- Link to the Flickr album
- Social media and website copy

Participation in third-party events

European Sustainable Energy Week (EUSEW)

We will seek to have at least a joint stand and be part of the policy sessions and workshops of the Annual European Sustainable Energy Week (EUSEW). Our presence at the event will allow us to showcase WESHARE's achievements and our commitment to contributing to Europe's energy transition through innovation practices in the energy production and consumption fields.

Once our participation is secured, we will kick off the promotion of the event beforehand, encouraging potential participants to attend and meet us in person. During the event, we will post pictures of our stand with participants engaging with WESHARE representatives, and after the event, we will share key takeaways.

A small video showcasing our participation at the EUSEW will also be produced.

Other events

We will seek presence in other major European, International, national and regional events focusing on clean energy transition, energy sharing and energy communities. We will establish a list of such events in M4 and keep it regularly updated.

Visual identity guidelines

All the communications and promotional materials will respect the WESHARE visual identity guidelines we have produced. The branded materials, stationery and assets will, among others, include:

- A visual identity guidelines document
- Email signature
- Word document template
- PowerPoint template
- Logos and Graphic elements
- Banner templates

The visual identity guidelines are attached to this strategy. These guidelines together with the different templates be distributed to WESHARE partners from M4 onwards (*N.B. the deliverable template was produced and distributed already in M3*).

Metrics and KPIs

WESHARE Futurium home page traffic	
Page visits (views)	+5% (monthly)
Social media (tracking platforms: Metricool & Cision)	
LinkedIn	
Number of followers <i>Accounts with less than 5K followers' average monthly growth of around 1.5%</i>	+15% increase (every 2 months)
Impressions	>500 (monthly)
Number of interactions (reactions, shares, comments, clicks)	>50 (monthly)
Engagement rate %* <i>A good LinkedIn engagement rate is around 2%</i>	> 3% (monthly)
Newsletter	
Number of subscribers	+5% (with every new edition)
Open rate %	>25 %
Click rate %	3 %
Press coverage (tracking platform: Cision)	
Media mentions in each pilot country	2 (per year)
Media mentions related to the final event in M36	2 (per pilot initiative country)
YouTube video views	
Video views per pilot video (3 videos)	At least 350 view views per video
Video views of EUSEW video	At least 100 views

Final event	
Target audience attendance rate (<i>registrations vs. attendance</i>)	60 % per event
Event satisfaction rate	Overall satisfaction - at least 80% on feedback surveys per event

Table 2. Metrics and KPIs

Communications milestones

Month	Deliverable
M1	Creation of the WESHARE LinkedIn page
M2	Provisional list of media outlets and journalists [media relations] Provisional list of EU initiatives and LIFE EU-funded projects [stakeholder collaboration]
M3	Presentation of the communications, dissemination and stakeholder engagement strategy Presentation of the visual identity guidelines and templates
M4	Kick-off press release Creation of the Futurium platform
M6	WESHARE Newsletter #1 Participation of WESHARE at the EUSEW Video production and promotion of WESHARE participation at the EUSEW
M9	Video showcasing the pilot initiative in Belgium
M10	Infographic #1 – Belgium Media toolkit for Flanders' press
M12	WESHARE Newsletter #2
M16	Video showcasing the pilot initiative in Portugal
M17	Infographic #2 – Portugal Media toolkit for Portuguese press
M18	WESHARE Newsletter #3
M24	WESHARE Newsletter #4
M28	Video showcasing the pilot initiative in Spain
M29	Infographic #3 – Spain Media toolkit for Spanish press 'Save the date' for final event in Spain: registrations open
M30	WESHARE Newsletter #5
M36	WESHARE final seminar in Spain WESHARE Newsletter #6

Table 3. Communications milestones

Annex 1. Visual Identity guidelines





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Business Energy Collaboration

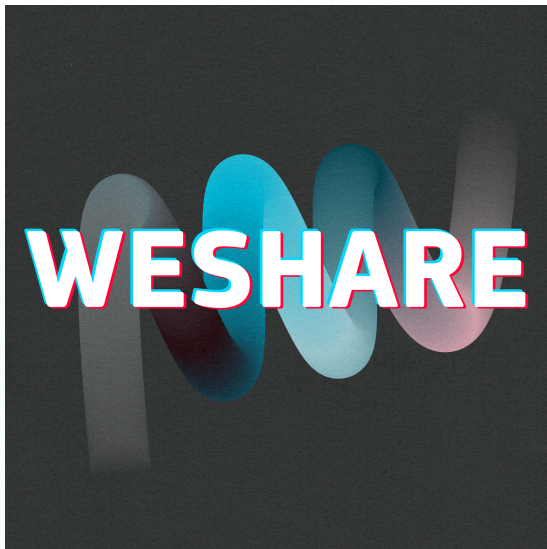
VISUAL IDENTITY GUIDELINES

2024

#WESHARE

LOGO

The WESHARE logo was created to symbolise the key words of the project: Energy, Collaboration, Business and Transition.



with background



without background

Representation of an energy flow

The wave-like design symbolises the flow of energy, which is central to the project's focus on facilitating the clean energy transition. This visual metaphor effectively conveys the dynamic nature of energy systems and the collaborative efforts needed to optimize them.

Innovation and modernity

The wave gradient suggests modernity and innovation, aligning with the project's goal of developing cutting-edge, collaborative solutions for business parks. This visual element reflects a forward-thinking approach, appealing to stakeholders interested in new technologies and sustainable practices.

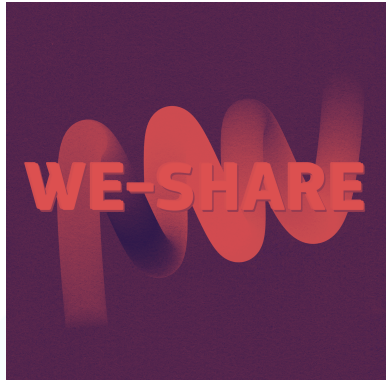
Collaboration

The undulating nature of the wave can represent the interconnectedness of various stakeholders in the energy transition process. Just as waves interact and combine, the project emphasizes collaboration among businesses, communities, and institutions, highlighting the importance of working together to achieve common goals.

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USES OF THE LOGO



Do not change the colours



Do not crop



Do not isolate the text

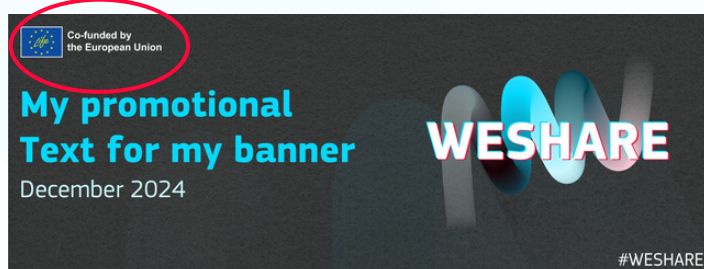
OTHER LOGOS

The WESHARE projects exists under the umbrella of the LIFE Programme, the EU's funding instrument for the environment and climate action. For this reason, the LIFE logo needs to be applied to every communication materials, preferably in its horizontal form, with the white text when possible.



On **documents**, such as reports, PowerPoint presentations, and letterheads, the LIFE logo needs to be placed at the top-left corner of the cover or the first slide.

The LIFE logo should be placed on all **digital** materials, top-left corner.



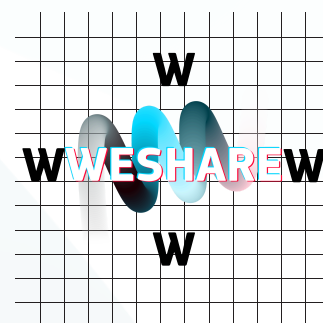
Digital



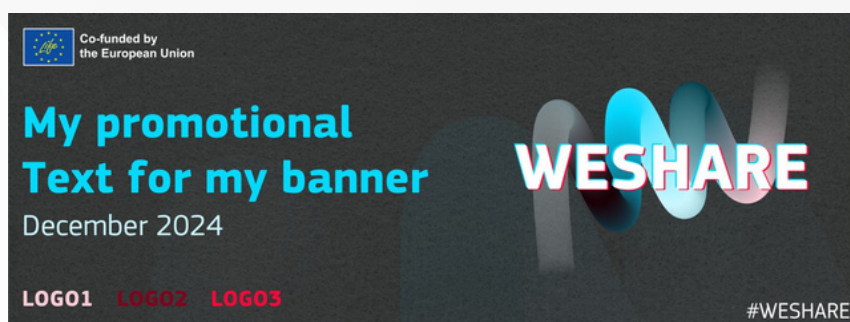
Documents and Prints

There should always been a safe margin to separate the logo from other design elements, such as graphics, text or other logos.

- For the WESHARE logo the safe margins can be calculated using the "W" of the logo.
- For the LIFE logo, please refers to the [European Commission's guidelines](#).



In case of partnershipS with other organisations, their logos should be placed bottom-left corner of the material, aligned horizontally.



OTHER MENTIONS

Hashtag

On documents, such as reports, PowerPoint presentations, and letterheads, the #WESHARE logo needs to be placed at the bottom-right corner of the cover or the first slide.

The #WESHARE logo should be placed on all digital materials, bottom-right corner.



Grant agreement number

The grant agreement number, with its mention “*Co-funded by the European Union Grant Agreement no. 101167685*”, needs to be placed only on **printed** materials, on the last slide or page.

COLOURS



#04d9ff



#cdf7ff



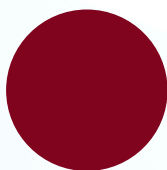
#74898d



#01414d



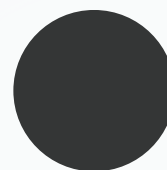
#ff073a



#80041d



#ffcdd8



#343636

Although the visual connection between green and the energy transition is quite obvious, we intentionally decided to move away from this connection for two reasons:

- **Oversaturation:** the connection has become redundant and predictable;
- **Target audience:** since the aim is to engage diverse stakeholders—including businesses and institutional investors—using colors that evoke energy and action (like blue and red) may resonate better than green, which might be perceived as more passive.

Why Blue?

This bright blue represents energy and innovation, aligning with the WE-SHARE project's focus on facilitating the clean energy transition. The vividness of the blue evokes a sense of dynamism and progress, reflecting the project's commitment to fostering collaboration among businesses and communities in Europe.

Why Red?

This bold red is vibrant and attention-grabbing, symbolising urgency and action, which are crucial for driving the energy transition. Red can also represent passion and commitment, highlighting the dedication of the project to reducing carbon emissions and promoting renewable energy initiatives.

Together, these colors create a striking visual identity that effectively communicates the core values of the WE-SHARE project, emphasizing energy, collaboration, and urgency in the clean energy landscape.

TYPOGRAPHY

Headings

Aa

**PF Square Sans
Pro Bold**

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Body

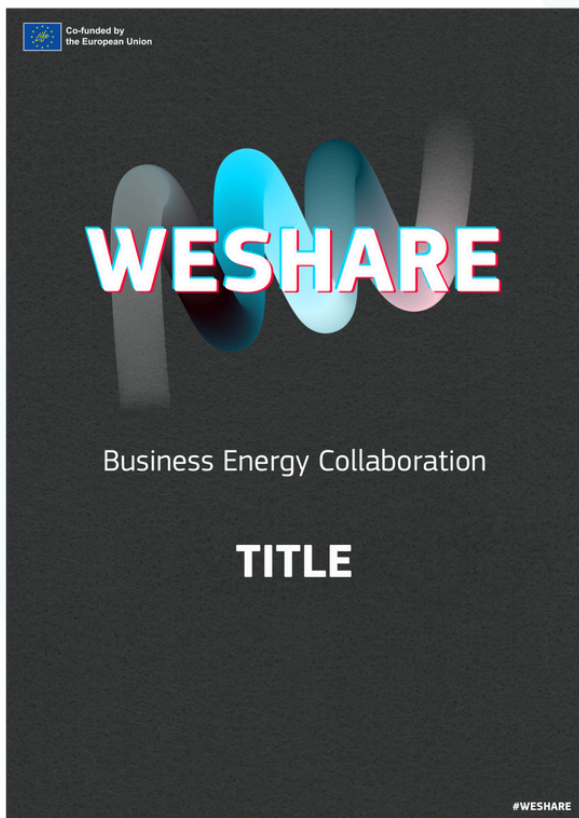
Aa

PC Square Sans
Pro Regular

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

POSITIONING

Vertical print: A4, Poster, Brochure, Flyer



HEADING

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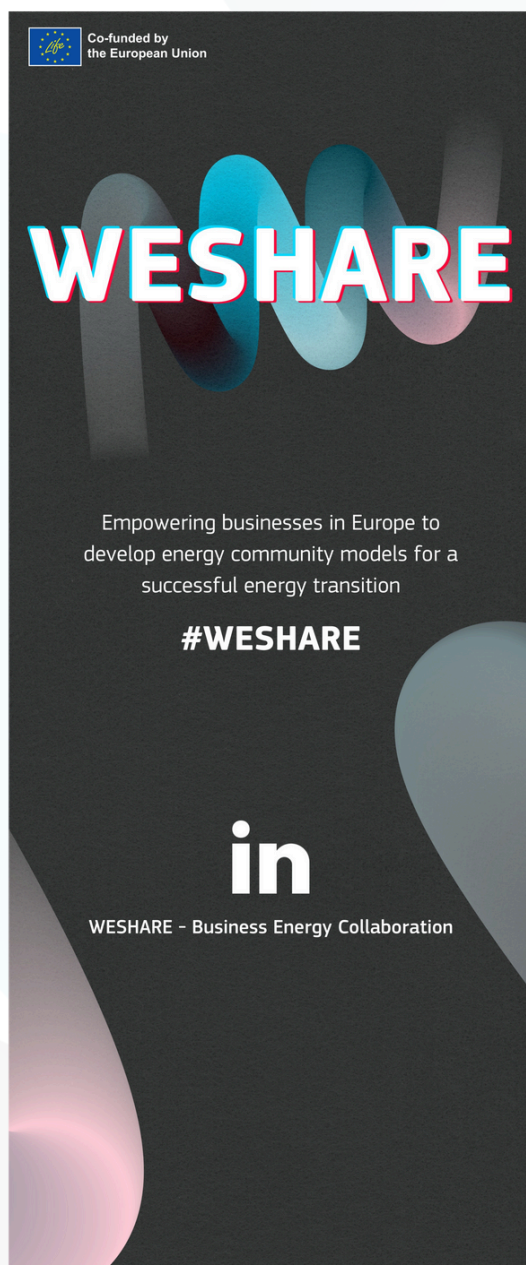
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POSITIONING

Vertical print: Rollup Banner, Flyer



POSITIONING

Horizontal layout: PPT, Flyer, Business Card, Web Banners



TEMPLATES

Word and PowerPoint

The PowerPoint template was set up with the WESHARE theme. This means that the fonts and the colours are already included in it.

DOs

- When creating tables and charts, you will be proposed a default design. However, feel free to explore the different possibilities and combinations the theme will offer you, according to your needs. This option will be available in the dedicated ribbon.

DONTs

- If the default suggestions do not satisfy you, feel free to manually change their colours, but do not select any other colours outside of the theme.
- In PowerPoint, to highlight information, please do not use red but prioritise bolding the text.



WESHARE

Title: Communication, dissemination and stakeholder engagement strategy

Project number: 101167685

Date: 31 December 2024