

COMMUNICATION PLAN

“Winds of Change”: Can Renewable Energy shape a new geo-economic paradigm for the EU, Greece and its Neighbourhood?

Project Promoter: [Hellenic Foundation for European and Foreign Policy \(ELIAMEP\)](#)

Project Partner: [Norwegian Wind Energy Association \(NORWEA\)](#)

“Working together for a green and competitive Europe”

The proposed “Winds of Change” project aims to produce thorough analysis; initiate discussions and a constructive dialogue between key stakeholders; and build bridges of mutual trust and collaboration on green transition and the deployment of renewable energy (RE) sources, notably offshore wind energy, for a new energy model for Greece and the Eastern Mediterranean. The project follows a two-pronged approach with a Geopolitical Study entitled “From Hydrocarbons to Renewables: Rethinking Energy Geopolitics in the Eastern Mediterranean” on the one hand, and a Social Impact Analysis Study on Offshore Wind power generation for Greece’s energy mix on the other. While both studies are based mainly on desk-based work, ELIAMEP will lay a strong focus on dissemination and outreach of the project results, through the early and continuous engagement of identified stakeholders, as well as through raising awareness of the wider public.

The main target groups of this initiative include policy makers in Greece who design and implement a. Greece’s foreign and energy policy, and b. policies and regulations for the operation of energy markets; Donor States who will provide the technology, know-how and funding for the investment in offshore wind farms in Greece; the general public in Greece and local communities to whom social benefits from this investment are expected to accrue; members of civil society and other international or domestic organisations who provide funding, advocate and promote renewable energy initiatives in Greece; academic and research institutions in Greece and the Eastern Mediterranean; the private sector (start-ups, SMEs, multinational corporations); and other third party influencer stakeholders such as climate change relevant NGOs, geo economic and climate change commentators and analysts; media; trade associations and business associations in Greece and the region.

In order to reach these groups, the team will disseminate the project results and its two main events through ELIAMEP’s well-established network and all available digital communication channels. In particular, dissemination of the project activities, results and key findings will be made via ELIAMEP’s official website and social media accounts (Facebook, Twitter, LinkedIn, Instagram). The publication of Policy Papers/ Policy Briefs, and/or the organization of podcasts via ELIAMEP’s website, and shared via its newsletter and social media is a further way of reaching national, regional and local-level stakeholders.

Finally, given the high public interest in the specific topic, and in order to achieve as great an impact as possible, we will communicate the findings and proposals of the research to the broader public via prominent print and digital media, publishing articles and op-eds and

giving radio/TV interviews, with the assistance of ELIAMEP's Media Officer, as well through webinars/ podcasts and ELIAMEP's social media, as described above.

Building on ELIAMEP's communication with the Royal Norwegian Embassy in Athens, we will send an interim update to the Norwegian Ambassador to Greece about the project progress, as well a final report at the end of the project.

In addition, communication updates will be sent to the Programme Operator every month, as well as ad hoc updates regarding events and publications.

Throughout all of the above communication, the assistance from Iceland, Lichtenstein and Norway, and the bilateral cooperation between ELIAMEP and Fafo will be emphasized.

Information activities

Two main information activities had been planned for this project:

- **Mid-September 2021:** One public webinar for the presentations of results for the Geopolitical Study with the participation of key stakeholders. The target is to have 70-100 participants.
- **Mid-September 2021:** One closed online workshop to discuss the findings of the Social Impact Study with policy makers and government officials, representatives from the EEA Donor States (such as the Ambassador of the Norwegian Embassy in Athens), and representatives from civil society organisations influencing the current policy dialogue for investments in RE, totalling approximately 15-20 participants.

It is noted that in all communication relating to such events, the assistance from Iceland, Lichtenstein and Norway will be highlighted, the EEA Grants logo used in the appropriate manner, and the EEA Grants slogan used wherever helpful.

Both events will be communicated thoroughly through all the aforementioned means.

Website presence

ELIAMEP has added a dedicated webpage for the project to its existing website, available:

In [English](#)

In [Greek](#)

The webpage currently includes a description of the project and the participating researchers and other team members, as well as the relevant information regarding the EEA Grants (including the website) and funding from Iceland, Lichtenstein and Norway, including the EEA Grants logo.

As the project progresses, the webpage will also include the project deliverables, achievements and results, including publications and events.

All publications and events will additionally be publicized via the ELIAMEP website home page, ELIAMEP newsletters, and ELIAMEP social media.

We will evaluate these posts by examining the data provided by Google analytics, as well as the number of reactions to posts on Social Media, for a quantitative assessment, and gather any feedback to all communication and information measures for a qualitative assessment.

Throughout all Project communication, the EEA Grants logo and slogan will be used as specified in the Communication and Design Manual, and we will respect the typography specifications, including font type, font size and colours.

During the project period the above information and communication measures will be managed by ELIAMEP as follows:

For ELIAMEP

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